

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLVII.

NEW YORK, MAY 18, 1904.

No. 7.

"OVER"
1,500,000
Copies - Every Issue
PROVEN
OR NO PAY



This great Search Light, 300 million candle power, is operated from the dome of the new WOMAN'S MAGAZINE building. The reflection on the sky is visible for 300 miles on a clear night.

Such a powerful light thrown on our enormous **GUARANTEED AND PROVEN** circulation would bring out in greater relief its

QUALITY

Issued from the largest and finest press-room in the world, **THE WOMAN'S MAGAZINE** maintains, summer and winter, the Largest Circulation in the World.

**100% SERVICE
RENDERED**

Write for the "WOMAN'S MAGAZINE BASIS"

THE WOMAN'S MAGAZINE

St. Louis, World's Fair City, Mo.

CHICAGO OFFICE.
66 Hartford Building.

NEW YORK OFFICE.
1402 Flatiron Building.

SOME SPECIAL ISSUES OF PRINTERS' INK.

The issues of PRINTERS' INK for May 25, June 1 and June 8 are mailed to special lists of first-class American advertisers, being in detail as follows:

May 25, Press Day May 18, 14,504 copies
June 1, " " " 25, 14,700 "
" 8, " " June 1, 22,300 "

These issues are primarily intended to secure new subscribers to PRINTERS' INK, but in this connection it is deemed worth while to call the attention of adwriters, manufacturers of novelties, printers, designers, engravers, makers of half-tones, office devices, rubber stamps, mail order articles and everybody else who has anything to offer to the advertisers of the country—to the fact that they are offered here an advertising opportunity which PRINTERS' INK alone can offer.

I have particularly in mind the *Classified Columns* for these issues. A line of six words costs 10 cents per week; 15 lines make an inch; a whole page costs \$20; less space pro rata.

The rates for display are 20 cents a line, \$3 an inch, \$40 a page; less space in even proportion. No discount for frequency of insertion or increased space. 5 per cent may be deducted if check comes with order and copy.

If you have a first-class proposition for advertisers, an announcement in one or all of these four issues should prove a profitable investment to you. *Please observe date of Press Days stated above and send order and copy as early as possible.*

CHARLES J. ZINGG, Bus. Mgr.

PRINTERS' INK, 10 Spruce Street, New York

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLVII.

NEW YORK, MAY 18, 1904.

No. 7.

THE FIRST EVENING PAPER OF PHILADELPHIA.

GROWTH OF THE "EVENING BULLETIN," THAT CITY—BROAD POLICY LAID DOWN EIGHT YEARS AGO—THE "BULLETIN'S" SEVEN HUNDRED SMALL RETAIL ADVERTISERS—HOW THEY WERE SECURED—WHAT THEY MEAN IN THE LIFE OF A NEWS-PAPER—BETTER THAN THE LARGE DEPARTMENT STORE ADS—THE "BULLETIN'S" CANDOR REGARDING CIRCULATION.

For years upon years Philadelphia has been the stronghold of morning newspapers. Despite recent consolidations and changes it is still a morning newspaper town, and of five morning dailies published there at least three are not to be sneezed at when advertising value is considered.

Philadelphia caught the evening newspaper idea in 1895, when William L. McLean bought the *Evening Bulletin*. This paper has been published under that name since 1847, but really dates from 1815, when it was established as the *American Sentinel and Mercantile Advertiser*. In 1895 it was the usual yellow dog journal to be found in every city, printing Lord knows how many copies and existing Lord knows how. The sheet was long sold on the streets for three cents, but had lately cut its price to two cents. The real evening newspaper idea is, of course, a solid, reliable newspaper at a penny. Philadelphia had a penny evening paper in the *Item*, published by the optimistic Harrington Fitzgerald, the man with the \$5,000 challenge. People who probably know more about Mr. Fitzgerald's circulation than he is willing to tell

himself say that the *Item* in those days had a daily average of 80,000 copies and was in a fair way to become the evening daily of the Quaker City. Fast presses had been installed, and every night the *Item* was spread over Philadelphia's great territory by an excellent carrier system. Mr. McLean saw farther than Mr. Fitzgerald, however. For seventeen years he had been working along morning newspaper lines on the Philadelphia *Press*. A whole year after he purchased the *Bulletin* he did little else than build foundations. To his way of thinking the afternoon paper lived by its facilities for printing and distributing news rapidly. Fast presses and linotype were installed, a thorough carrier system built up, and the paper made solid editorially. Then, in April, 1896, the price was cut to one cent. Here is the record of growth since then:

Daily average	1896.....	33,625
"	1897.....	59,281
"	1898.....	113,973
"	1899.....	112,970
"	1900.....	124,855
"	1901.....	130,084
"	1902.....	130,439
"	1903.....	144,375

The daily average for April this year was 182,679 copies. The slight drop in circulation for the year 1899 was due to loss of street sales created by the Spanish-American war, the year before, and the apparent setback of 1902 represents a period when the paper began to make net paid circulation statements. It is the practice of the *Bulletin* to state as circulation the number of copies actually sold, all returns and free copies being deducted from its statements.

What led to this growth? An examination of the *Bulletin* an-

swers this question. It is a well-made newspaper of sixteen pages, filled with news that is not only live but solid. Furthermore, the paper has been conducted on a wide policy from the moment that it passed into the hands of Mr. McLean. The year spent in shaping it into a real newspaper was a year of loss. Once or twice high-salaried men who had left other papers to go with the *Bulletin* came to the owner and resigned because they thought that no headway was being made. When the cut in price went into effect the *Bulletin* had assumed its final shape. "People watch a paper closely after its price has been reduced," says Mr. McLean, "and if there are any changes in its appearance, even for the better, the impression gets out that it has cheapened." Practically all the profits of the *Bulletin* the past six or seven years have been put into machinery and improvements. It was one of the first journals to install that wonderful time-saver the autoplant, and in its pressrooms are seven Hoe quadruplers. To-day, after this long period of careful preparation, the *Bulletin* is one of the most valuable newspaper properties in the United States, and its prestige and future make it not only the one evening paper in Philadelphia, but a journal to be classed with such evening newspaper properties as the New York *Telegram*, the Chicago *Daily News* and Washington *Star*. Philadelphia may not be spectacular. But it arrives.

Crowded in the side columns of the Philadelphia *Bulletin's* front pages are dozens upon dozens of small display retail ads. The Friday issue carries most of them, but the other five days of the week show a large patronage. The *Bulletin* has no Sunday edition. Philadelphia department stores are also well represented. No other paper in the Quaker City carries a full page for Strawbridge & Clothier, and the big Philadelphia stores are well represented. All these great, impressive department store ads, however, represent but a trifle more revenue than the *Bulletin's* small retail ads, and it is a most curious

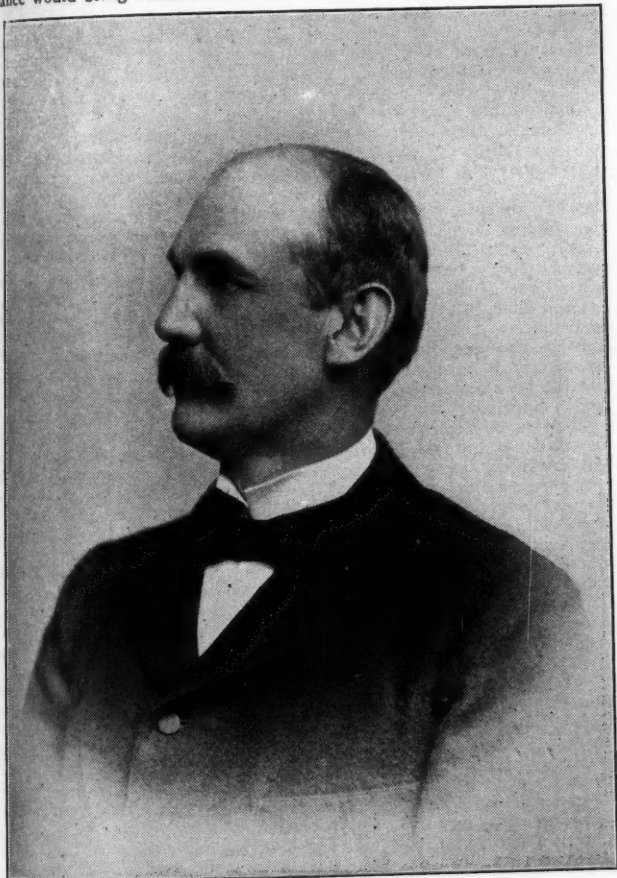
thing in advertising that so many small retailers should find daily newspaper advertising profitable in a city that stands third in the number of its department stores. The small retailer seems to have no difficulty in holding his own in that city.

"If I had to choose between the loss of the department store advertising and that of the small retailers, I should let the former go without hesitation," says William Simpson, advertising manager of the *Bulletin*. "The big ads are profitable, and they make a more impressive showing, but the little retailers' announcements are a fixed quantity in comparison. A department store's half page can be vacated at the order of one man, while that much space filled with small retail ads can only be vacated by a general exodus.

"The *Bulletin* is the only Philadelphia paper that carries a large volume of this advertising. Mr. McLean's policy included it from the first. One of the most shortsighted traits of the newspaper publisher is that of quoting the department store a low advertising rate and the small retailer a high one. The *Bulletin's* department store rate is fourteen and a half cents per line on 250,000-line contracts, with no lower rate for any greater amount of space. Its rate for the small merchant who uses 1,000 lines a year—the minimum—is twenty cents a line. On a 5,000 line contract it is nineteen cents, and on 10,000 lines eighteen cents. Those rates are absolutely fixed, and everybody in Philadelphia knows it.

"Getting the small retailer in line is discouraging work. We have carried these columns of small ads about three years. Since our success with them other Philadelphia papers have entered into competition for the business. But none seem to have known beforehand the patience and persistence needed in getting it, and some have dropped out of the race after a few months' work that showed no results. When the *Bulletin* started after the small retailer I often became discouraged. You can work

six months in this field and have not a dollar's worth of advertising to print in the paper. Yet the work has not been wasted, and Mr. McLean knew when he laid down his policy in this matter that perseverance would bring results. It takes permit an advertising expenditure of \$200, or 1,000 lines a year. "The merchant makes a contract and we prepare copy for him. His ad goes into the columns with dozens of others. This arrangement is followed because the solid



MR. W. L. McLEAN,
Owner and Publisher *Philadelphia Evening Bulletin*.

about a year to make a steady array of small ads is practically the same as a large department store announcement. Some of our small display advertisers are away from the center of the city, but the majority are in the retail district, and it is no further from the carpet business. Such a turn-over will

store of James Jones to the furniture store of John Smith than it is from the furniture to the carpet department of a large store.

That's the philosophy of our small ads. Six weeks after the new advertiser's announcement appears he is getting results. Naturally he is delighted with advertising, and wants more of it. He contracts with another paper, and perhaps a third, with the result that his expenditure grows too big for his business. Then there is a loss and he withdraws all his advertising, denouncing publicity as a whole. Or it may occur to him that he can spread his appropriation among three papers, getting three times as much results as in one. Of course he loses the cumulative force of all the advertising he has done. In that case, too, he withdraws and denounces. By and by, however, he resolves to try again. It is my observation that the losing advertiser, great or small, eventually comes back for another trial. Then he comes into the *Bulletin* and stays. Nothing will draw him away after he has been through this experience. The curious thing, though, is the certainty with which a small advertiser will follow one of these courses. We can only sit by and watch him, knowing every move he will make. The *Bulletin* has become so thoroughly identified with these small retail ads that when a retailer makes up his mind to advertise he comes to us for rates sixty times out of the hundred. We carry accounts with about 700 such advertisers, and have several hundred more upon whom we are working continually. PRINTERS' INK is very useful in soliciting such business, and we subscribe to about fifty copies for prospective small advertisers. It is one of our strongest arguments. I believe that these small retail ads are more interesting to readers, even, than the department store announcements.

"One excellent way of developing small display ads is to work upon the retailers who are always using the classified columns of a daily paper. This shows that they

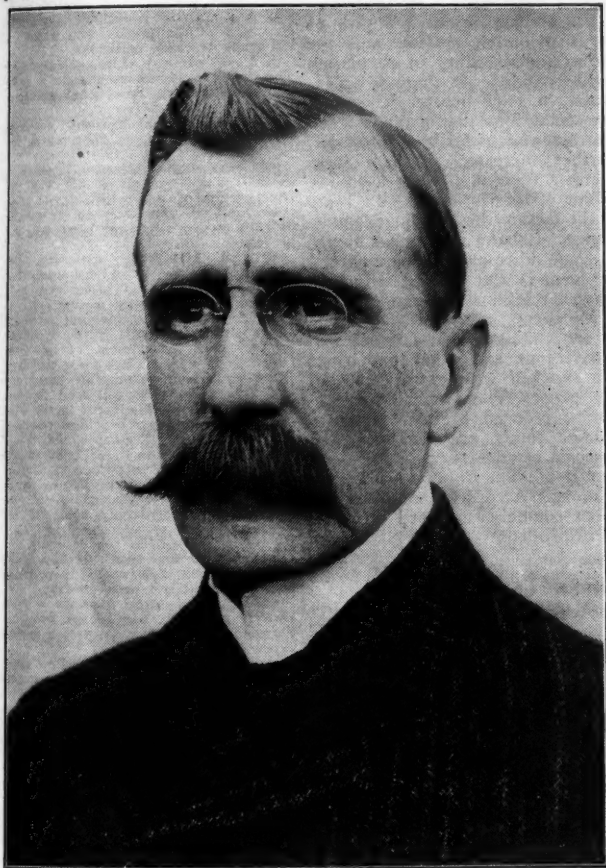
are interested in advertising, and a little expert help on the part of the publisher will secure better results for them. We exercise a great deal of care with small display ads, writing copy and suggesting leaders. Prices are always a feature of the small merchant's ad, and definite offerings. This rule is subject to few exceptions. One of our advertisers, a high-class tailor, quotes no prices, but every one of his ads tells something definite about fabrics or styles—no generalities. He started with an inch ad in the *Bulletin* a year and a half ago, and got such good results that he contemplated running a similar ad in other papers. One day after thinking the matter over he concluded to bunch all his small ads in a single large one, and now he prints an eight-inch double column ad in the *Bulletin* once a week. An expenditure of \$200 to \$500 gives a two-inch ad once or twice a week. One striking difficulty in working up this small business is that of getting a good solicitor to take it up. A first-class man is needed, but the sort of advertising solicitor who could make small ads pay regards them as beneath his capabilities. Or he may become discouraged. Solicitors like to land large, showy general contracts. We had considerable success with a plan for getting small merchants into our classified personal column at two cents a word, but gave up the work just for lack of a capable solicitor. But as a result of that the merchants in a certain block formed a committee on advertising with the intention of using a block of space on the mutual plan. I think there are possibilities in this latter method if it is properly pushed."

The *Bulletin* stands next to the *Inquirer* in point of classified advertising, in Mr. Simpson's opinion. The *Inquirer* seems to be conceded first place among the Philadelphia morning papers as a general proposition. There is no question of its supremacy in the want ad field. It has carried the bulk of this advertising for at least ten years. The *Bulletin* is pressing its morning contemporary

hard,
berg,
Reco-
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hard, however, and John H. Sin- ed on our growing circulation," he berg, classified manager of the says, "and we have the most direct *Record*, points to increases in the evidence that it is consulted by gen- latter paper's want columns and eral advertisers. I can't speak too also claims second place. highly of it."

Mr. Simpson is warm in his The *Bulletin* does not accept ob- praise of the Little Schoolmaster's jectionable medical advertising. Its



MR. WM. SIMPSON,

Advertising Manager Philadelphia *Evening Bulletin*.

Roll of Honor. The *Bulletin's* cir- general advertising patronage seems culation rating in that department to be as large as that of any other bears the black "Guaranteed" star, Philadelphia paper, and the busi- and the paper's card is one of the ness is the best going. From the largest regularly carried. "The very first day of Mr. McLean's Roll of Honor is an invaluable me- ownership the paper has followed dium for keeping advertisers post- the policy of openness regarding

circulation figures. The circulation department is in charge of Robert L. McLean, brother of the publisher, who says that one of the chief factors in the *Bulletin's* growth has been the care taken in keeping detailed account of the paper's distribution. Accurate statistics are kept of each branch of the distributive system, and the slightest discrepancy in circulation is investigated. If there is an increase in some quarter it denotes new conditions that may be taken advantage of to bring about a still further increase. If there is a decrease there is also a reason. A falling off of fifty copies on a route in the factory district, for example, may show that a factory has moved to some other part of the city, and an agent is sent to hunt it up and resume relations with readers. All news events are closely watched by the circulation department, and conventions and other gatherings are supplied with extra copies of the paper. These exhaustive statistics, reduced to easily comprehended totals, are always at the disposal of advertisers, either local or general. The *Bulletin* prints four editions. According to the press-room counters on April 29 there were printed:

Noon edition.....	16,720
Mail edition (2 p. m.).....	6,940
Postscript edition (3 p. m.).....	119,840
Night extra.....	69,170
Total	212,670
Damaged	3,133

Perfect copies209,537

This total number of perfect copies printed is subjected to deductions for returned copies, exchanged copies, papers furnished employees, advertisers, files and so forth. Circulation manager McLean says that the train sales of city papers are steadily decreasing. On the greater number of trains leaving Philadelphia there are no news agents, as the railroad management have found them objectionable to passengers. Some local trains still carry the news company's agents, but on through trains they are permitted to sell only before the trains leave the Philadelphia stations.

A DOZEN MAILING SUGGESTIONS.

1. When you desire your letter to reach the addressed party, place thereon a two-cent stamp. If you must use a one-cent stamp, send a post card or a printed circular, not a letter.
2. When you use imitation typewritten letters, use only exact reproductions of the original, with name and address filled in to match perfectly. High-grade work may cost a trifle more, but is nothing compared to the postage you waste on low-grade or cheap imitations.
3. Never use pen addressed envelopes. The saving in addressing expense is more than dissipated in the loss in effectiveness, and in non-delivery.
4. Address the envelope with the same size type and the same color ink as the letter.
5. Use a single enclosure, if possible, as too many enclosures will kill the effectiveness of the entire lot.
6. Don't tell your story on the outside of your envelope or your letter may not be read.
7. Use high-grade stationery, not necessarily engraved or embossed; but money paid for good paper and good printing is never money wasted.
8. If you have a thousand or more pieces of first-class mail matter, telephone the collection department of the Post Office (if in a large city) for a mail box. Place your mail therein all faced one way; the department will send the box and send for it. Mail sent to the Post Office in this manner is seldom returned for postage, as it escapes the rough handling which knocks off the stamps while they are still moist.
9. In sending out large lots of third-class mail, catalogues, calendars, etc., unless you are thoroughly equipped for handling it, use an addressing and mailing concern; it will be true economy.
10. Look to your lists. Avoid wasting postage on poor lists, and if a good list, be sure that it is kept up-to-date.
11. Enclose a return envelope or postcard if you wish, but do not stamp it. Stamped envelopes have proven a useless expense in most cases.
12. Advertising letters timed to reach the addressed party on Tuesday are most effective. Never reach him on Monday; hence Saturday is a bad day for heavy mailing unless the destination of such mail is more than two thousand miles from the mailing point.—*The Letter Shop, Carlton Building, Chicago.*

A MEMORY JOGGING mailing card calling attention to True doors and windows, is sent out by True & True, Chicago. It appears to be part of a follow-up series, and a fairly good one.

"A CAPITAL Idea" is a forceful booklet from the Y. M. C. A. of Springfield, Ill., soliciting subscriptions for a new building. The association idea is demonstrated by pictures of equipments in other cities, as well as statistics of the organization all over the country. One very striking fact cited is the growth of the Y. M. C. A. Last year \$10,000,000 was invested in buildings, and to-day an average of one building a week is being erected in the United States.

Little Lessons in Publicity.—Lesson 35.

CLEANLINESS

A clean advertisement in a clean paper in a clean home produces the proper psychological moment for a clean suggestion. These requisites are found in the five high-grade papers mentioned below. They are family-circle evening papers, read at a time when there is leisure for reading and when the minds of the readers are most receptive to advertisers' propositions.

THE MINNEAPOLIS JOURNAL

reaches ninety per cent of the homes of the purchasing classes in Minneapolis every evening—more homes than are reached by any other paper in the Northwest. THE JOURNAL is "the companion of the fireside." Sworn circulation, 63,000.

THE WASHINGTON STAR

is delivered into ninety-two per cent of the white homes in Washington every evening, in 15,000 of which no other Washington paper is read—reaching practically every one worth reaching. Sworn circulation, 34,000.

THE BALTIMORE NEWS

reaches more homes in Baltimore every evening than any other newspaper. It is practically the only afternoon daily and completely covers the field divided among three morning papers. Sworn circulation, 54,000.

THE INDIANAPOLIS NEWS

reaches more homes, through carriers' paid sales, than all other Indianapolis dailies combined. It covers Indiana more thoroughly than any other newspaper covers any other State in America. Sworn circulation, 74,000.

THE MONTREAL STAR

reaches ninety per cent of the homes of the English-speaking classes in Montreal every evening—more than are reached by all other Montreal English papers combined and by any other Canadian English paper. Sworn circulation, 56,000.

These have proven themselves to be "one papers" in "one-paper cities" in every case where they have been used to the exclusion of competitors.

Tribune Building
New York

M. LEE STARKE,
Manager General Advertising,

Tribune Building
Chicago

"THE TIME TO ADVERTISE."

Isn't there something of the fallacious in that axiom which insists that "the time to advertise is all the time"? Advertising journals print it insistently, and the youngest cocksure advertising sage affirms it as though there could be no question of its truth. But is it a sound principle? Is mere persistence in advertising the most desirable quality? Is it not far better and wiser to manage an appropriation so that certain seasons of the year will be made more productive through increased publicity? The man who runs his business card month after month without change has always been persistent—he might stand for the highest type of the persistent advertiser. A wise manager takes the same amount of space in the year and lays it out in a graduated campaign, easing up at dull seasons and increasing space when it will bring the greatest proportion of return per line. Advertising ought to be so deftly managed as to appear to be continuous, but while the impression of persistence is always apparent there are really times when the advertiser is using almost no space at all. Every business—and especially every retail business—has its periods of activity and quiescence. A wise advertiser manages his campaign so that the volume is strongest when there is the greatest need for being in evidence in the dailies and upon the billboards. Some one has said that good advertising consists in getting a thousand-dollar effect with a hundred-dollar appropriation. The mass effect of a campaign is of more value than mere persistence. A small ad in the dailies from day to day assures representation for the store during the dull seasons, and leaves the advertiser a reserve of ammunition for periods when the public must be roused to the fact that something extraordinary is taking place. The business year has its tides. A store might be compared to a train traveling over a roadbed that lies up hill and down dale. The judicious advertising engineer knows when to open the throttle and when to ap-

ply the brakes, saving energy. The train travels at an even gait, and no power is wasted. There are any number of pretty stories about advertising as a force for livening business in dull seasons, but as a matter of the hardest truth the dull seasons in every business are due to scarcity of money or a disinclination to buy. No amount of advertising will increase the sales of ice in winter, nor fill the tables of a New York café in summer when everybody is out of town. There are times when the public is thinking about certain commodities, and other times when it cannot be brought to think about them at all, at any price. To make exceptional offers, cut prices and advertise during the periods of ebb tide will stimulate trade slightly, but it is not a healthy stimulus, and the returns are not great enough to pay for the space. Therefore, the wise advertiser disregards the axiom that deals with "the time to advertise," and is satisfied with an adequate representation in the "off" seasons, saving his appropriation for the periods when heavy expenditure can be made to some effect.

AD EXPRESSION.



SUPERFLUOUS HAIR REMOVED.

The Globe

AND COMMERCIAL ADVERTISER. N.Y.
NEW YORK'S LARGEST NEWSPAPER.

5 & 7 DEY STREET.

ADVERTISING DEPARTMENT.

NEW YORK, May 12, 1904.

MR. CHAS. J. ZINGG,
Editor PRINTERS' INK,
10 Spruce Street,
New York, N. Y.

DEAR MR. ZINGG:

On March 31st we wrote you that THE GLOBE had passed the one hundred thousand mark of actual daily cash sales. It is interesting to add that during April, THE GLOBE's third month, we actually sold an average of 112,733 copies per day. This is the largest circulation of any high-class evening paper in New York.

That advertising in THE GLOBE's columns keeps pace with the increasing circulation is demonstrated by the fact that THE GLOBE was one of only two New York evening newspapers to make a gain in advertising during the past month, and that notwithstanding the rejection of much objectionable copy. The quality of THE GLOBE you will notice is being strictly maintained.

Notwithstanding the advance in advertising rates announced May 1st, I believe considering *quality* and quantity no newspaper in New York can offer equal values.

Very truly yours,

THE GLOBE AND COMMERCIAL ADVERTISER.

LINCOLN B. PALMER,
Adv. Mgr.

HARRY TAMMEN OF DENVER.

HE TELLS HIS STORY.

I started out in life with just these two hands and less than a common school education. When I was 14 years old I was peddling patent door knobs in Philadelphia—kind of a rubber tip business to keep your doors from slamming. It was a tough game and I didn't care much for it, somehow. I wanted something different—something new.

"One morning I saw an ad in the papers, 'Bartender Wanted.' It had never struck me before, but I knew in a minute that a bartender was what I wanted to be. Well, I got that job right away and for six years I can say without hesitation that I was the best bartender in America. I never sold a mixed drink that I didn't measure it first, and I studied it as carefull, as most men study a profession—I wanted to be a bartender.

"When I was 21, I made up my mind to marry. I wanted a home of my own to keep me away from the business end of my life as much as possible. I didn't want to become either a loafer or a sot. It didn't take me long to find the right girl, and I've been happily married ever since—and that's twenty-seven years.

"I moved out to Denver and tended bar in the Windsor Hotel in the days when that house was the best in the land. The miners used to bring in all sorts of minerals—peculiar bits of ore and gold specimens and the like—and many of them were very beautiful. I had a cabinet made at one corner of the bar and I used to keep these specimens in it. I used to buy the most beautiful ones I could get and in time I got quite a collection. Once in a while I had a chance to sell a specimen to a tourist and the idea came to me—here's your chance to get out of the saloon business!

"Then I came down with brain fever and was sick a long time. When I was getting well they rubbed the back of my head with vaseline. The vaseline came out

of a five cent bottle with a metal top that unscrewed—you've seen 'em everywhere. The idea came to me to get a small piece of board, bore a hole in the middle, sink a bottle in the hole, stick some specimens of different kinds of rock around it, and sell it as a fancy ink well.

"I'm ashamed to tell you how much money I made out of that thing. I boomed it in the *Century* and all the high-class magazines and afterward I got out a clock box on the same order—souvenir of Colorado. As the money came in, I opened up a store in Denver and handled everything in that line. My advertising bill for the first year was over \$25,000 and my little store grew like a mushroom. I've got that store yet, by the way, and she brings in something like \$30,000 a year now—all gain.

"I had things coming my way in great shape until the panic of 1892 struck Denver. That cleaned me out properly and then my health went to smash again. Doctor told me I had spinal trouble and there wasn't a chance for me to get well.

"I told my wife I was going for a look around the world to see if I couldn't get my health back, and I pulled out of Denver with just twenty-five dollars in my pocket—two tens and a five besides my ticket to Chicago.

"The World's Fair was just closing about the time I hit the Windy City and it struck me that there might be a market for an *edition de luxe* of half-tone pictures of the fair and the buildings. It didn't take me long to swing the business into line. Mind you, I hadn't a cent, but I got the right people interested. I promised the engraving people twenty-five per cent of the net clean-up.

"In just sixteen months I closed that deal a well man, \$160,000 to the good, and the Dutchman who advanced me \$4,000 and made the plates for me pulled down \$40,000 as his share! Think of it! One hundred and sixty thousand dollars profit on pictures which we sold for five cents apiece.

"Then I went down to Kansas City to see a man named Bonfils—

F. G. Bonfils. He was eight years younger than me and he had a cold million dollars. I wanted to run a crowbar between him and some of his wealth and I told him so. He laughed and said if I was foxy enough to separate him from a part of his roll, I was welcome. That was the way I opened negotiations with Bonfils. Never made any bones about it at all—just told him what I was going to do to him.

"I left my art store piling up the dollars in Chicago and took Bonfils on to Denver with me. I was nosing around for a good investment—something to pay, say, 500 per cent and pay it quick.

"In a week I told Bonfils that there was only one good buy in the town and that was a newspaper—a dinky little newspaper called the *Denver Post*. It wasn't much of a newspaper in those days—the three big papers in the town simply shooed the *Post* behind the smokehouse when there was anything stirring in the news line.

"But, man, we don't know anything about the newspaper business!" says Bonfils.

"Sure we don't," says I, 'but will we ever learn any younger? I'd like to see the business we can't run if we once get after it! I think there's room for a real man's-size paper in this town—let's hit it a wallop for luck! We can get it cheap, too—it's a bargain.'

"Well, that talk fixed 'Bon.' He dug up the money to buy the *Post*. Twelve thousand five hundred it stood us, cold. But it wasn't a bargain. Even at twelve fifty it was highway robbery. They sandbagged us, for there wasn't any good will to go with the sale, and press was a bum press and the outfit was worse. But that only made me mad, and I whaled into it. We didn't have any news service and we couldn't get any, and the local police force would never give the *Post* a bit of news.

"It was a lovely beginning, but we went at 'em strong. If they didn't give us the news, we made it; if they tried to hand us anything coarse, we made 'em sorry for it. We hired the best men that money could buy and we paid the

salaries that held 'em. The best wasn't any too good for us and so we got our start. I worked in some of my business principles on that sheet and they seemed to make a hit from the first.

"I don't want to brag about my paper, understand; but I will say that I've got the best sheet between Chicago and San Francisco, and that goes, no matter who hears it!"

1903 A RECORD YEAR

FOR THE

Chicago Record-Herald

Among Chicago morning newspapers the advertising published in 1903 as compared with 1902 shows THE RECORD-HERALD gained 706 columns 71 lines. The Tribune lost 860 columns 212 lines. The Examiner and Sunday American lost 2,707 columns 99 lines.

This, notwithstanding THE RECORD-HERALD refused to publish many advertisements accepted by other papers, and all the rates of THE RECORD-HERALD are on its rate card. The only morning paper in Chicago that dare publish its circulation.

The average circulation for

1903: Sunday, 191,317;

Daily, 154,218.

The largest two-cent circulation in the United States, morning or evening.

WORTH WHILE

The trade and good will of

140,000 GERMAN FAMILIES

is worth while. Place your ad in the

Lincoln Freie Presse

GERMAN WEEKLY.

LINCOLN, NEB.

Almost a million a week. In the homes of the country people of the New England, Middle and Southern States. Their local weeklies. Moulding their opinions, enjoying their confidence and guiding them in their expenditures. A power which has no equal. \$3.65 per line upon 500 line orders for these 1,450 local weeklies, giving the above circulation in the homes of the country people. Catalogue free.

ATLANTIC COAST LISTS,

134 Leonard Street, New York.

WHY YOU SHOULD SUBSCRIBE TO PRINTERS' INK!

PRINTERS' INK has always been a *practical* journal of advertising. It was the pioneer in this field. It is still the best. Its circulation has until now been confined chiefly to men actually engaged in advertising, no special effort being made to put it into the hands of young men and women in other fields desirous of studying the subject.

* * *

Modern advertising has grown to a point where it is necessary for PRINTERS' INK to widen its scope. Wrong impressions have been created as to the fabulous salaries paid advertising men. The profession has been exploited as an easy road to wealth—which it is not. Advertising as a calling is as well paid as any other field of business endeavor and offers as good opportunities for advancement.

* * *

PRINTERS' INK holds out no false ideas and vigorously opposes the "get-rich-quick" sentiment. To the business man or woman who will read our journal for a year, week by week, intelligently and studiously, it will give a clear, practical insight into advertising as it is actually applied to the whole field of business. It will tell how bright men plan and manage publicity. It gives tangible experience, aiming to set forth what has been accomplished rather than what has been said.

* * *

PRINTERS' INK teaches by example, not only advertising, but principles and practice, which are really the foundation of advertising. During fifteen years the "Little Schoolmaster in the Art of Advertising" has been the means of increasing the earning power of hundreds of business men. The paper has grown with advertising and creates methods which its intelligent readers turn to account in many ways.

* * *

As a consequence it is to-day at the head of the advertising world in this and also in foreign countries, where its sale is increasing. Its best reference is any advertising man.

* * *

Every business man who is in any form interested in advertising should be a reader of PRINTERS' INK. The annual subscription price is five dollars per year—less than ten cents a week. Sample copies ten cents. A three months' trial subscription will be entered upon receipt of one dollar. Published every Wednesday.

Address Business Manager of

PRINTERS' INK,

10 Spruce Street, New York.

ADVERTISING A LUXURY.

One of the greatest problems confronting the advertising manager of a new article is popular or class prejudice. Especially is this the case where a luxury is concerned; and more especially still where an article of the same nature, but of inferior and unsatisfactory capabilities, has already been exploited. Thus, as in the case of the Aeolian Company's instruments, a double triumph has been achieved. For the doubting public no less than the musical authorities themselves have been completely won over to the high and desirable qualities of the Aeolian, Pianola and Metrostyle through a sustained system of public demonstration allied to wise and judicious advertising.

It has been repeatedly said that the makers of musical instruments, particularly pianos, etc., are conspicuous in the public prints for the commonplaceness of their advertising. This is a remarkable state of affairs in view of a subject so replete with possibilities for good, interesting talk and captivating copy. In this arid waste the Aeolian Company, along with perhaps one other piano maker, stand out from all others of their class.

"Our advertising varies considerably from that of other properties," said Mr. John Irving Romer, advertising manager of the company, with headquarters at 362 Fifth avenue, New York, "in so much that newspaper and magazine publicity represents only a small percentage of the expenditure for this purpose. The ways of advertising an article are almost as many as the articles advertised, and we have devoted as much attention to our own exploited fields of publicity as to the periodic mediums commonly accepted by most advertisers as the safest channels through which to reach the public."

"Do you find that your double pages and large newspaper space pay?"

"Oh, yes—most assuredly. And they pay so well that there is practically no set limit to the amount of advertising we might do, con-

sistent, of course, with our idea of the ratio of advertising expense to the general sales. We go in all the magazines of standard repute, also the newspapers in New York, Brooklyn, Newark, etc., and we have invariably found, so far as our investigations have led us, that the returns warrant the continued use of large space in good mediums.

"Although in existence before, the Aeolian's actual public history dates back only fifteen years, when the first efforts were made to acquaint the public with the new musical invention. Other mechanical players had been on the market, but they were of such unsatisfactory description that some difficulty was at first experienced in making the public believe that in the Aeolian a mechanical player was found, capable of answering to the playing and interpretive inclinations of any person possessing a musical education or totally unfamiliar with the technique of music. This was largely accomplished through our demonstration of these features to the musicians and composers known to fame by all classes, and in advertising their opinions to the public. But in fact the present position held by our productions dates back only five years, to the time when the Pianola was first introduced. Previously our audience did not include the large mass of people in medium and moderate circumstances, or the average possessors of pianos. With the Pianola advertising these were speedily reached, so that to-day this wonderful instrument is known for its actual accomplishments everywhere at home and abroad.

"Our advertising reaches practically every portion of the globe. We have agents in all the prominent cities in the United States, and throughout the world; our own buildings in London, Paris, Berlin and Australia, the London house being considered even superior to Aeolian Hall in New York.

"Of course, we look upon this feature as our greatest and most important one, considered from an advertising point of view. As our

main effort is to bring probable purchasers here, it was our plan to so design and fit out Aeolian Hall as to compel our visitors to talk about it wherever they might go, and this has no doubt largely contributed to the fame of the mere names of our instruments.

"To sell an article of this kind, its capabilities must be demonstrated; no amount of verbal description alone will do this. Consequently we have fitted up our building as a hall of music; where every floor, room, auditorium, from the entrance hall to the roof, is designed in the most artistic fashion. The decorations of floors, walls and ceilings and the auxiliary furniture represent large investments in themselves. Antique furniture or modern replicas of beautiful designs, as may be seen in the rooms, were selected and placed at the suggestion of the highest art taste obtainable. There is a Louis XVI. room, fitted in the style of the period to show off an instrument in a case conforming thereto; an Empire room and a Colonial room likewise architecturally furnished. We have a large auditorium with a stage, orchestra section and balcony in which a \$30,000 Aeolian Pipe Organ occupies the full width. This is used for our regular concerts, semi-weekly and monthly, at which the greatest visiting artists appear. There are besides this a number of smaller rooms for private recitals. The programmes of our concerts represent the highest class of music known, as for instance the series of "Parsifal" recitals, which we were compelled to repeat eight times, so large was the request for seats. There is no charge made at these concerts. Some are open to the public as they come; admission to others may be obtained by ticket, which may be had upon request and the registration of name and address. In this way a list of names is secured which is of great value to us.

"One of our most important branches of the advertising department is that in which booklets, catalogues, folders, etc., are pre-

pared. Many of these are in the form of volumes of from one hundred to four hundred pages, printed on the finest of paper, artistically bound in boards, and in some cases in leather. Our catalogues of music rolls contain descriptions of the pieces of considerable value to the performers, musicians and the public generally. Four supplementary booklets are published monthly and mailed to our patrons. For the "Parsifal" recital a special booklet was published giving a condensed history of the opera and legend of the Grail and illustrations of the parts included in the recital. Besides bringing the people to hear the music, this booklet is sure to be treasured in the library, music room or parlor for the information it contains and its value as a part description of the opera's theme. There is no lack of subjects with which to interest the people whose names are on our lists.

"No expense is spared in making these books and booklets as fine pieces of work as anything that comes from a printer or bookbinder, not strictly *de luxe* in form. A force of fifteen girls occupies a room in the advertising department addressing and mailing the various literature to a list of one hundred thousand names.

"Some of the greatest celebrities of the day have been guests here at one time or another—principally musicians, of course—from Paderewski to John Philip Sousa; but many famous also in other lines of art and worldly activity. We have indorsements from all the well-known musicians, composers and singers, and our list of patrons contains some of the best-known names in the social, political, financial and art world. These names are used in our booklets and house literature and naturally carry great weight with many intending purchasers.

"As a whole, though the cost of maintaining the various branches of what may be called the advertising and exploitation departments of the Aeolian Company is enormous, it has paid well from the be-

ginning and continues to do so, with gains increasing every year. The results direct from magazine and newspaper advertising, where these can be traced, are also found to be large, certainly warranting a persistence along our present course.

"It is difficult to say anything of future plans. As a rule we are largely guided in planning a month or so ahead by the results, incidents, conditions, etc., of the near past. What plans are made and decided upon are such as concern the next few weeks, and it is our policy to carry them through as soon as they show promise of being feasible, practicable and capable of bearing fruit."

The Aeolian Company is distinctively an advertising success. Starting from small beginnings it is now a \$10,000,000 corporation, including the Weber Piano Co., the Wheelock Piano Co., and the Stuyvesant Piano Co. Solicitors have never had to urge upon the Aeolian Co. the importance of a liberal investment in printers' ink.

WHY "LIFE'S" CARTOONS SELL AUTOMOBILES.

No doubt one reason why the automobile makers have found *Life* a valuable advertising medium is that a large proportion of the people who buy *Life* buy automobiles. They are fond of sport, and as a rule they are well-to-do people. Another reason is, we think, that *Life* has never ceased hostilities against scorchers and irresponsible automobilists who consider that the crust of the earth was baked for their use, and that other people's rights in it are not worth considering. These pests are the worst enemies of the automobile business. Every automobilist who abuses his opportunities and fails of decent consideration for the safety and comfort of the horse-driving or walking public stirs up prejudice against automobiles in general, and injures both the sport and the industry that depend upon the increasing use of them. We are glad to believe that *Life's* diligence in trying to keep lawless autoists in the pillory is appreciated in the quarter where appreciation can do most good.—*Life*.

"WEALTH of the Isthmus" is a costly prospectus of the Tabasco Plantation Company, Minneapolis, showing by text and photograph the undeveloped resources of certain territory in Mexico where the company proposes to operate. Chapters are devoted to sugar, cattle, rubber, etc., and the illustrations are unusual. The fine printing is the work of Byron & Willard, Minneapolis.

THE TORONTO DAILY STAR

BEARS THE SEAL OF POPULAR FAVOR

Sworn Daily
Average Circulation **31,205**

This is 10,000 copies more than the same month (April) last year—and no advance in rates.

The STAR is the afternoon paper of first choice with local advertisers. It combines quality in quantity—going into the best homes. No advertiser can cover Toronto thoroughly without the STAR. If you want proof of this write us.

THE TORONTO STAR

TORONTO, CANADA


United States Agents: The Chas T. Logan Special Agency


NEW YORK

Tribune Buildings

CHICAGO

THE WANT-AD MEDIUMS OF THE COUNTRY.

 Printers' Ink has always held that newspapers which carry the largest number of want advertisements are closest to the hearts of the people, and are for that reason not only prosperous, but of a distinct profitableness to an advertiser.

 Publications entitled to be listed under this heading are charged 10 cents a line a week. Six words make a line.

ARKANSAS.

THE Arkansas GAZETTE, Little Rock, established 1819. Arkansas' leading and most widely circulated newspaper. Average, 1903, 5,311 copies.
The **GAZETTE** carries more Want ads than all other Arkansas papers combined. Rates, 1c. a word. Minimum rate 20c.

CALIFORNIA.

THE Times prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.
Rate—ONE CENT A WORD FOR EACH INSERTION; minimum charge 15 cents. Sworn daily average for year 1903, 36,656 copies. Sunday circulation regularly exceeds 51,000 copies.

COLORADO.

THE Denver Post, Sunday edition, May 1, 1904, contained 3,161 classified ads, a total of 74 5-10 columns. The **Post** is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the **Post** is five cents per line each insertion, seven words to the line.

CONNECTICUT.

THE Meriden (Conn.) RECORD is the only two-cent newspaper published in this city. It covers a prosperous territory having a population of more than 50,000.

The **Meriden RECORD** is the leading Want ad medium in this section of Connecticut.

The Want ad rate of the **Meriden RECORD** is $\frac{1}{2}$ cent a word a day, or $2\frac{1}{2}$ cents a word for seven consecutive days, for all Want and classified ads not of a business nature; if of latter class, one cent a word a day.

DELAWARE.

THE Wilmington EVENING JOURNAL links advertisers and buyers. Its wants tripled in six months— $\frac{1}{2}$ cent a word.

THE Wilmington MORNING NEWS is the paper for results—for "Wants" and other classified advertisements. Only morning paper.

DISTRICT OF COLUMBIA.

THE Washington, D. C., EVENING STAR (©) carries DOUBLE the number of Want Ads of any other paper in Washington and more than all of the other papers combined.
MAKE COMPARISON ANY DAY.

GEORGIA.

THE Atlanta JOURNAL carries three times as many Wants as its chief competitor.

ILLINOIS.

THE Cairo BULLETIN carries more than twice as many paid Want ads as the other three local newspapers combined.

THE Chicago DAILY NEWS is the city's "Want ad" directory. It published during the year 1903 10,781 columns of "classified" advertising, consisting of 634,636 individual advertisements. Of these 205,556 were transmitted to the **DAILY NEWS** office by telephone. No free Want ads are published. The **DAILY NEWS** rigidly excludes all objectionable advertisements. "Nearly everybody who reads the English language in, around or about Chicago reads the **DAILY NEWS**," says the *Post Office Review*.

INDIANA.

TERRE HAUTE STAR carries more Want ads than all other Terre Haute dailies.

THE MARION LEADER is acknowledged the best result getter for classified advertisers. One-half cent per word each insertion.

MUNCIE STAR carries more Want ads than any other Indiana morning newspaper, with the exception of the Indianapolis **STAR**.

INDIANAPOLIS STAR since January first has more than doubled the volume of its Classified advertising. On Sunday, April 10, the **STAR** carried more than two full pages of Want Ads.

THE Indianapolis News in 1903 printed 125,894 more classified advertisements than all other dailies of Indianapolis combined, and printed a total of 594,123 separate and distinct paid Want advertisements.

KENTUCKY.

THE Owensboro DAILY INQUIRER carries more Want ads every week than any other Owensboro newspaper carries in any month. Eighteen words one week, 25c.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE Brockton (Mass.) DAILY ENTERPRISE carries more than a solid page of "Want" ads—30 words 5 days, 25c. Copy mailed free.

THE Boston GLOBE, daily and Sunday, carries more Want ads than any other paper in New England because it brings results to the advertiser. A trial convinces.

MORE advertisements of "Houses for the Summer" are published in the **Boston EVENING TRANSCRIPT** than in any other paper in America. It is the leading resort medium of New England.

MINNESOTA.

FIGURES that prove that the **Minneapolis JOURNAL** carries the most "Want ads" of any daily paper in the Northwest:

	Journal.	Nearest Daily Competitor.
Year 1903	2,980 cols.	1,900 cols.
Jan. 1904	263 "	118 "
Feb. 1904	194 "	118 "
Mar. 1904	263 "	145 "

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 30,000 subscribers, which is more than 30,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price, no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of Wanted advertisements or the amount in volume.

MISSOURI.

THE Kansas City TIMES (morning), The Kansas City STAR (evening) carry all of Kansas City's "Wants." The Kansas City SUNDAY STAR Sunday. The reason—because everybody in Kansas City reads the TIMES and the STAR.

THE Joplin GLOBE is the leading daily in the Missouri-Kansas Lead and Zinc Mining district. Circulation over 11,000. A page of Want ads. Send for sample copy.

THE Kansas City JOURNAL (every morning including Sunday), one of the recognized Want ad mediums of the United States; 21 to 35 columns paid Wants Sunday, 7 to 10 columns daily. Rate, 5 cents a nonpareil line.

NEBRASKA.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 12,000 daily. Rates, 1 cent per word. Special Saturday rate, 15 words only, 5 times, 15 cents, cash. DAILY STAR, Lincoln, Neb.

NEW YORK.

THE POST-EXPRESS is the best afternoon Want ad-medium in Rochester.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

EVENING JOURNAL, Albany, N. Y., covers the field of Eastern New York for want or classified advertising.

IT DOES NOT PAD ITS COLUMNS WITH FAKE ADVERTISEMENTS TO MAKE BIG SHOW.

IN New York City the STAATS ZEITUNG (©©) is the leading German daily, carrying the largest amount of Want advertisements. It reaches the great masses of intelligent Germans in and around the great American metropolis.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for Want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, ten cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

THE Dayton, O., HERALD has the callor classified advertisements in Dayton. It's the home paper and gives results.

THE MANSFIELD NEWS publishes daily more Want ads than any other 20,000 population newspaper; 20 words or less 3 consecutive times or less, 25c.; one cent per each additional word.

DURING the month of April, 1904, the Dayton, O., News carried 26 1/2 more want advertising than its nearest competitor, regardless of its price being twice that of its nearest competitor. The News has just established 36 branch stations in representative parts of the city, and its Want columns will be better than ever.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

PHILADELPHIA—**THE EVENING BULLETIN.** If you have not received the right returns from your Want advertising in Philadelphia, try the BULLETIN. BULLETIN Want Ads pay, because in Philadelphia Nearly Everybody Reads the BULLETIN. The BULLETIN has by many thousands the largest city circulation of any Philadelphia newspaper, and goes daily into more Philadelphia homes than any other medium. The BULLETIN will not print in its classified columns advertisements that are misleading or of a doubtful nature; nor those that carry stamp or coin clauses; nor those that do not offer legitimate employment.

RHODE ISLAND.

A GLANCE at the "Want" page of the Providence, R. I., DAILY NEWS will convince any reader that it stands second to none in Providence as a "Want" ad medium. We make a specialty of this business. One cent a word first time, 1/2 cent subsequent insertions.

TEXAS.

FORT Worth SUNDAY TELEGRAM—3,400 paid. Wants, 1 cent a word. A sure puller. Test solicited.

TEXAS STOCKMAN JOURNAL, Fort Worth—Only exclusive stock paper in Texas. Circulation 12,000. Wants, 1 cent a word.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (27,414 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

WISCONSIN.

EAU CLAIRE LEADER has more than tripled its Want column patronage in the past year. It gets results. Large Sunday edition.

CANADA.

THE Toronto DAILY STAR is necessary to any advertiser who wants to cover the Toronto field. It is the paper of the present and the future. Sworn daily average circulation, 51,300.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

TORONTO EVENING TELEGRAM. Is it a "Want Ad" medium? In April the office received 23,692 "letter box" replies to its classified ads. 34,222 individual classified ads. were published during the same month. The TELEGRAM is a high grade, effective medium.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the FREE PRESS carries a larger volume of general advertising than any other daily paper in the Dominion.

ROWELL'S

American Newspaper Directory

For 1904

THIRTY-SIXTH YEAR—IS NOW READY FOR DELIVERY.

Price \$10 net cash.

Checks may be made payable to

Chas. J. Zingg, Business Manager Printers' Ink, 10 Spruce St., New York.

THE HUMAN SIDE OF LIFE INSURANCE.

Only a few life insurance companies print advertising that looks as though it reached the "plain pee-pul." Only one reaches them all the time. That one is the Penn Mutual Life, of Philadelphia. Readers of the magazines are familiar with this company's little ads, and the advertising man is probably struck at once with the two characteristics that make them "different." First, they are human, thought-breeding, convincing, not to be skipped or forgotten. Second, they occupy only one-twentieth the space consumed by the conventional life insurance ad, and deliver a vital message in one or two sentences. This message is sometimes a statement, often a question. But it can't be dodged.

The Penn Mutual Life has been doing business since 1847. In Phil-



Invalids want to insure; healthy men hesitate. You may be healthy to-day, and an invalid to-morrow. Think of the consequences to your children! Send for "The How and the Why"—tells how to insure and save. We insure by mail.

PENN MUTUAL LIFE INSURANCE CO.
921 Chestnut St., Philadelphia

adelphia the company is an institution. Until ten years ago it was something of a moss-grown institution—solid, safe and busy, but unco' conservative. Then advertising was begun in a cautious way, and increased gradually, with the result that more progress has been made in the past decade than in all the years previous. Yet to-day the Penn Mutual's advertising appropriation is modest compared with those of the great advertising insurance companies.

The Penn Mutual's advertising is directed by Henry C. Lippincott, manager of agencies. When he entered the employ of the company as clerk, thirty years ago, he was put in charge of all its advertising literature and sending out supplies to agents. The literature consisted of three pamphlets. One was a general treatise on the sub-

ject of life insurance—that explained it by logarithms. It was very nearly as clear as mud. Another was a table of rates, while the third gave a list of the death payments made since organization. There were also some stock pamphlets used by many life companies in common. The new man suggested better stuff. That was a day of small things, and a \$50 bill for printing had to pass a good many auditors. When it was finally approved it bore a dozen signatures and looked like a piece of extravagance. But new pamphlets were produced, and they made progress, and in the years since then the Penn Mutual advertising appropriation has grown slowly, until to-day the company uses Philadelphia cars and dailies for local publicity, with a respectable list of general magazines to help the agents in other cities.


To the advertising man the life insurance proposition looks easy, and he frequently stands afar off and whoops at the big life companies for their conservatism. From where Mr. Lippincott sits, however, the matter looks entirely different.

"Life insurance is the only business I know in which the expense of getting new business increases with the quantity that is secured," he said recently. Ten thousand new risks a year may mean an expense equal to eighty per cent of the first year's premiums. Twenty thousand new risks a year call for so much more effort, better agents, higher commissions, that the expense will be eighty-five per cent. Thirty thousand new risks mean ninety per cent. Now, while advertising is of inestimable value in helping the agents, it is just so much added expense. All inquiries from life insurance advertising are turned over to local agents, and they secure the applications for policies, getting their regular commissions. Fifty or sixty life companies are now operating in the United States. Twenty of them are reasonably cheap. All are safe. There is a tremendous growth in the demand for life insurance, a tremendous development in its use-

fulness and forms of policies, and also a tremendous increase in competition. The machinery of a life company is expensive and even cumbersome, but nothing better has been evolved. The ideal way to sell insurance would be direct, eliminating the agents' commission, but no company is strong enough to put such a system into effect, even if a practical method were devised. Twenty years ago Benjamin F. Stevens, president of the New England Mutual Life, tried to sell insurance direct in Boston, advertising to get people to come to the company instead of to agents. He antagonized not only his own agents, but those of other companies, and in a few months the plan was abandoned. The local agent is still the greatest factor in selling life insurance. Here in Philadelphia the Penn Mutual is on a par with all the big companies in the estimation of the people, and much business comes to us through preference. But an examination of our books shows that only two per cent of the risks in the city come direct to the office. Ninety-eight per cent are sent in by our Philadelphia agents. If life insurance could be sold by mail it would be possible to do a great business through advertising. But such business could only be done on a large scale, and several companies would have to take it up. A complete organization of local agents is the only machinery that will take care of the results of general advertising in the magazines. When an inquiry is received from a remote section it is difficult to get a satisfactory medical report on the risk.

"Our advertising all leads up to the local agent, therefore, and we hope to familiarize the public with the name of the company, coupling it with the necessity for acting on this life insurance matter that so many people are postponing. We use small space. Our ads are short, axiomatic and are said to contain food for thought. In Philadelphia the street cars have brought us a direct increase of business. Small ads also appear regularly in the daily papers. In

the general field we employ *Collier's*, the *Saturday Evening Post* and a large list of other magazines. The effort in writing copy has been not merely to make life insurance clear, but to make it human—bring it home to the reader. It's easy to make life insurance clear. There's nothing complex about it. The long words and confusing phrases associated with insurance are simply technical terms that ought to be kept in the home office. They're useful there, but the policy-holder needn't worry about them. To make life insur-



A Few Cents a Day
will make you and your family safe against the uncertain future. Read the free booklet "The How and the Why."
We insure by mail.
PENN MUTUAL LIFE INSURANCE CO.
921 Chestnut Street, Philadelphia

ance human is a little difficult. You can't show a picture of life insurance, for example, nor can you attach a price to it in general advertising. Some of our recent ads have been illustrated with small half-tones of children. They look attractive, but I am not so sure whether that kind of copy pulls. The human element must be sought almost entirely in the sentiment of life insurance—the protection to the home, wife and children. There's a sentiment to everything, even roast beef, and it is valuable advertising material if not carried beyond the point of good taste.

"Nearly one-fifth of our advertising appropriation is spent for publicity that does no good whatever—formal statements required by law. All companies have to pay for this unproductive advertising. There are other leaks, too. Our expenditure is probably less than that of any other concern using magazines, yet it pays. In Philadelphia the campaign is so productive that we pay a lower commission to agents here than elsewhere, as applications are secured with less work. That shows what advertising is worth. All life insurance advertising helps all the com-

panies, for it creates a life insurance demand that benefits all. Most of the advertising could be improved immensely, but even the least attractive is not wholly valueless. One great factor in the growth of insurance business is the industrial company that sells small policies on monthly payments—policies as low as \$250. I used to think that it was a dangerous competitor, for it seemed as though the industrial took business away, but experience has shown me that it really makes business for the large companies, educating people to buy life insurance."

In response to mail inquiries the Penn Mutual sends a tiny booklet entitled "The How and the Why." It contains "a few plain words, a few simple figures—enough of both to teach the principles of life insurance." Mr. Lippincott wrote it in an hour and a half one day when his mind was full of the subject, an assistant supplying the few figures needed, and it is one of the happy pieces of advertising

After that—well, you'd be wise now to consult the Penn Mutual Life.

The best easy chairs for old age are bought early. They are called endowments. Get particulars free. No importunity.

All you have guessed about life insurance may be wrong. If you wish to know the truth send for "The How and the Why." It is issued free by the Penn Mutual Life.

The commercial credit of a firm is enhanced by insurance on the life of each member for the benefit of the survivors. Is your credit thus buttressed?

Brains plus energy make capital. They are often the whole capital, especially of a young man. Prudent men insure it—make it sure for the family.

Sound and healthy lives are accepted. There are no conditions as to sex, color or culture—even millionaires are insured in the Penn Mutual Life.

You can live without life insurance, but you won't live so much. Nothing adds to the zest of living like knowing your family is protected.

"I believe in developing a dignified and unselfish life after sixty."—Andrew Carnegie. Why not earlier? A strong help is a policy in the Mutual Life.

A NOVEL ATTRACTION IN A DRUG STORE.

An enterprising druggist, with his place of business in one of the large office buildings in the Wall street district, has hit on a novel plan of satisfying his customers and is wise enough to sacrifice immediate gain for future profit. In one corner of his shop is a chair above which hangs an electric light. There he removes from the eyes of customers splinters, dust and other objects that may have fallen from the many buildings which are being put up in the neighborhood. There are many such customers every day, who are delighted at the relief he affords them. There is no charge for this relief, but it rarely happens that the grateful customer fails to make a purchase, and that supplies the necessary compensation in full measure.—*New York Sun.*

Our endowment plan returns a man's accumulated earnings to him just at a time in his life when he most needs money—when his energies are waning. It is a good, wholesome, practical plan, and easy on the policy-holder. Read "The How and the Why"—free booklet.

PENN MUTUAL LIFE,
921-3-5 Chestnut St.

literature that, turned out at white heat, are difficult to duplicate. Readers of PRINTERS' INK will find it worth while to send for a copy. The car cards running in Philadelphia have been so successful that the collection was lately gathered into a booklet for general distribution. These extracts give a very good idea of their style:

They said he owed nothing when he died. A little inquiry showed he had not provided for his chief creditors—his family. This debt is best discharged through a life insurance policy in the Penn Mutual Life.

He was overboard, struggling for life and shouting for help. Some one threw him a crowbar. The intention was kindly, but the act was inconsiderate. Consider the aid you intend for your family.

A mortgage is like Deacon Smith's mule—"Dreadful sot in its ways." It has a habit of bobbing up regularly. While you live you can take care of it.

Notice to PUBLISHERS

Many a paper whose present heading gives it an appearance of cheapness could be so improved in general appearance as would tend to convince advertisers that it is one of the best and most progressive of its class and locality. Sketch submitted on approval.

W. MOSELEY, ELGIN, ILL.
Specialist in Headings.

Manufacturers

Of food products and other goods sold under trade mark or brand will find it profitable to use THE MERCHANT AND MANUFACTURER, Nashville, Tenn., as it goes direct to the country merchants throughout the middle South.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, or have supplied a similar statement for the 1904 issue of the Directory, now undergoing revision and to be issued in April, 1904. Such circulation figures as are mentioned last are characterized by a *.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character.

Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$30.00 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Anniston, Evening Star. Daily aver. for 1903, 1,551. Republic, weekly aver. 1903, 2,216 (*).

Birmingham, Birmingham News. Daily av. for 1903, 17,455 (*); last 6 months 1903, 15,052; guaranteed.

Birmingham, Ledger. dy. Average for 1903, 16,670. E. Katz, Special Agent, N. Y.

ARIZONA.

Bisbee, Review, daily. W. B. Kelley, pub. In 1903 no issue less than 1,250 (46). In 1903 no issue less than 1,750.

Phoenix, Republican. Daily average for 1903, 6,088 (*). Chas. T. Logan Special Agent, N. Y.

ARKANSAS.

Fort Smith, Times, daily. In 1903 no issue less than 1,000 (33). Actual average for August, September, October, 1903, 3,109.

Little Rock, Arkansas Methodist. Geo. Thornburgh, pub. Actual average 1903, 10,000 (*).

Little Rock, Baptist Advance, wy. Advance Pub. Co. (Inc.) Actual av. 1903, 4,550 (*).

CALIFORNIA.

Fresno, Morning Republican, daily. Aver. 1903, 5,160, March, 6,250. E. Katz, Sp. Ag., N. Y.

Oakland, Signs of the Times. Actual weekly average for 1903, 22,342 (*).

Redlands, Facts, daily. Daily average for 1903, 1,456 (*). No weekly.

San Diego, San Diego Sun. Daily average for 1903, 2,737 (*). W. H. Porterfield, pub.

San Francisco, Bulletin. R. A. Crothers. Av. for 1902, daily 49,159, Sunday 47,802 (80).

San Jose, Evening Herald, daily. The Herald Co. Average for year end, Aug. 1, 1902, 2,597 (86).

San Jose, Morning Mercury, daily. Mercury Publishing Co. Average for 1902, 6,266 (86).

San Jose, Pacific Tree and Vine, mo. W. G. Bohannon. Actual average, 1903, 6,135 (*). First three months, 1904, 8,166.

CONNECTICUT.

Hartford, Times, daily. Average for 1903, 16,509 (*). Perry Lukens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican. Daily average for 1903, 7,582 (*).

New Haven, Evening Register, daily. Actual av. for 1903, 18,571 (*); Sunday, 11,292 (*).

New Haven, Goldsmith and Silversmith, monthly. Actual average for 1903, 7,217.

New Haven, Palladium, daily. Average for 1903, 7,626. E. Katz, Special Agent, N. Y.

New Haven, Union. Av. 1903, 15,927, first 3 mos. 1904, 15,942. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Av. 1903, 5,618 (*). (115). Gain over 1902, 415; 3 mos. 1904, 5,642.

Norwich, Bulletin, daily. Bulletin Co., publishers. Actual average for 1903, 4,988 (*); first three months 1904, 5,178.

Waterbury, Republican. Daily average 1903, 5,846 (*). La Cote & Maxwell, Spec. Agts. N. Y.

COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1903, 22,798 (*). Average for April, 1904, 48,028. Gain, 9,330.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1903, 10,784 (*).

Wilmington, Morning News, daily. News Publishing Co., pubrs. Av. for 1903, 9,988 (*).

DISTRICT OF COLUMBIA.

Washington Ev. Star, daily. Ev. Star Newspaper Co. Average for 1903, 24,082 (*). (60).

National Tribune, weekly. Average for 1902, 104,599 (123). First six mos. 1903, 112,268. Smith & Thompson, Rep., N. Y. & Chicago.

FLORIDA.

Jacksonville, Metropolis, daily. Aver. 1903, 8,898. E. Katz, Special Agent, New York.

Tampa, Morning Tribune, daily. Tampa Tribune Pub. Co. Average for 1903, 6,610 (*).

GEORGIA.

Atlanta, Journal, dr. Av. 1902, 27,828. Semi-wy, 24,165 (135). Present average, 29,884.

Atlanta, News. Actual daily average, 1903, 26,104 (*). Average March, 1904, 25,868.

Atlanta, Southern Cultivator, agriculture, semi-mo. Actual average for 1903, 20,125 (*).

Lafayette, Walker Co. Messenger, weekly. N. C. Napier, Jr., pub. Av. for 1903, 1,640 (*).

IDAHO.

Boise, Capital News, d'y and wy. Capital News Ptg. Co., pub. Aver. 1903, d'y 2,761 (*), wy 2,475 (*). (151).

A Roll of Honor—Continued.

ILLINOIS.

Cairo, Citizen, weekly. Actual average, 1903, 1,110 (*). Daily, average 1903, 818 (*); April, 1904, daily, 1,177; weekly, 1,125.

Champaign, News. In 1903 no issue less than 1,100 daily and 2,400 weekly (163). First four mos. 1904, no day's issue of daily less than 2,600.

Chicago, Ad Sense, monthly. The Ad Sense Co., pub. Actual average for 1903, 6,055 (176).

Chicago, Alkaloidal Clinic, monthly. Dr W. C. Abbott, pub.; S. DeWitt Clough, adv. mgr. Guaranteed circulation now 20,000. Aver. for last twelve months, 25,350 (*), reaching over one-fourth of the American medical profession.

Chicago, American Bee Journal, weekly. Actual average for 1903, 7,485 (167).

Chicago, Bakers' Helper, monthly. H. R. Cissold. Average for 1903, 4,175 (*). (20).

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Average for 1903, 60,052 (167). Actual average for 1903, 67,880 (*).

Chicago, Dental Digest, mo. D. H. Crouse, pub. Actual average for 1903, 7,000 (*).

Chicago, Grain Dealers Journal, a mo. Grain Dealers Company. Av. for 1903, 4,854 (*). (20).

Chicago, Home Defender, mo. T. G. Mauritzen. Act. av. 1903, 5,409. Last 5 mos. 1903, 24,000.

Chicago, Journal Amer. Med. Assoc. Wj. av. 1903, 28,616 (*), Jan., Feb. Mar., 1904, 30,725.

Masonic Voice-Review, mo. Average for 1902, 26,041 (182). For six months 1903, 26,166.

Chicago, Monumental News, mo. R. J. Haight, pub. Av. for year end July, 1902, 2,966 (182).

Chicago, Musical Leader & Concert-Goer, wj. Aver. year ending January 4, 18,545 (*).

Chicago, National Harness Review, mo. Av. for 1903, 5,291 (183). First 5 mos. 1903, 6,250.

Chicago, National Laundry Journal, semi-monthly. Actual average for 1903, 4,965 copies.

Park and Cemetery and Landscape Gardening, mo. Av. for year ending July, 1902, 2,041 (183).

Chicago, Record-Herald. Average for 1903, daily 154,218 (*). Sunday 191,817 (*).

Chicago, Retailer's Journal, monthly. Actual average for 1903, 6,785 (*).

Chicago, The Operative Miller, monthly. Actual average for 1902, 5,666 (183).

Chicago, Tribune, daily. Tribune Co. In 1902, 7A (20) (166).

East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 2,875 (192). Average first six months 1903, 14,882.

Evanson, Correct English: How to Use It, mo. Actual aver. year end March, '04, 10,000 (*).

Kewanee, Star-Courier. Average for 1903, daily 2,088 (*), weekly 1,414 (*). Aver. guaranteed circulation daily for Jan'y, 1904, 3,150.

Peoria, Star, evenings and Sunday morning. Actual sworn average for 1902, 28,742 (319).

Rockford, Register-Gazette. Dy. av. for 1902 5,554, s.-wj. 7,052 (233). Shannon, 150 Nassau.

Rockford, Republic, daily. Actual average for 1903, 6,540 (*). La Cote & Maxwell, N. Y.

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '04, 11,218 (244). Sworn av. '03, 12,618. Smith & Thompson, Sp. Rep., N. Y. & Chicago.

Evansville, Journal-News. Av. for 1903, d'y 15,552 (*), s'y 14,120 (*). E. Katz, Sp. Agt., N. Y.

Goshen, Cooking Club, monthly. Average for 1902, 25,501 (247). A persistent medium, as housewives keep every issue for daily reference.

Indianapolis, News, dy. Aver. net sales in 1903, 69,885 (*); March, 1904, 74,808.

Lafayette, Morning Journal, daily. Sworn average 1903, 4,003 (*); April, 1904, 4,498.

Marion, Leader, daily. W. B. Westlake, pub. Actual av., 1903, 5,295 (*); March, 1904, 5,732.

Muncie, Star, d'y and s'y. Star Pub. Co. Aver. for 1903, d'y 25,856 (*), s'y 19,250 (*).

Notre Dame, The Ave Maria, Catholic weekly magazine. Actual average for 1903, 24,083 (*).

Princeton, Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,320 (264).

Richmond, Evening Item. Sworn dy. av. for 1902, 3,552 (*). Same for Dec., 1903, 3,742.

Richmond, Sun-Telegram. Sworn av. 1903, dy. 3,811. For Feb., 1904, 3,944.

South Bend, Tribune. Sworn daily average 1903, 5,718 (*). Sworn av. for March, 6,624.

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1903, dy., 1,951 (*); wj., 8,872 (*).

IOWA.

Arlington, News. All home-print weekly. W. F. Lake, pub. Average for 1902, 1,400 (382).

Burlington, Gazette, dy. Thos. Stivers, pub. Average for 1903, 5,864 (*); Jan., 1904, 6,050.

Davenport, Times. Dy. av. 1903, 8,055 (*), s.-wj. 1,660 (*). Dy. av. March, 1904, 9,508. Cir. guar. more than double of any Davenport daily.

Decorah, Decorah-Posten (Norwegian). Sworn av. cir'n, 1903, 28,759 (*). March, 1904, 40,556.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average for 1903, 81,898 (*). (238). Average for February, 1904, 84,597.

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

Des Moines, News, daily. First 9 months 1903, aver., sworn, 41,871 net (*). April, '04, 35,026.

Des Moines, Spirit of the West, wj. Horses and live stock. Average for 1903, 6,095 (294).

Des Moines, Wallace's Farmer, wj. Est. 1879. Actual average for 1903, 28,769 (*).

Muscatine, Journal, dy. av. 1903, 4,849 (*). s.-wj. 2,708 (*). Dy. av. Jan., 1904, 4,885.

Ottumwa, Courier. Daily av. 1903, 4,519 (*); semi-weekly, 7,856 (*).

Shenandoah, Sentinel, tri-weekly. Covers Page and Fremont counties. Average 1902, 8,651.

Sioux City, Journal. Dy. av. for 1903 (sworn) 19,492 (*); dy. av. for Jan., Feb. and Mar., 1904, 20,871. Records always open. More readers in its field than of all other daily papers combined.

KANSAS.

Atchison, Globe, daily. E. W. Howe. (334). Offers to prove 5,200 daily circulation for 1903, on receipt any advertising bill.

Girard, Appeal to Reason, weekly. J. A. Wayland. Average for 1903, 260,096 (*).

Hutchinson, News. Daily 1903, 2,768, weekly, 2,112. E. Katz, Agent, New York.

Topeka, Western School Journal, educational monthly. Average for 1903, 3,125 (*).

Wichita, Eagle, d'y and w'y. Av. 1902, d'y 16,781, w'y 6,674 (344). Beckwith, N. Y. & Chicago.

A Roll of Honor—Continued.

KENTUCKY.

Cloverport, Breckenridge News, weekly. J. D. Babbage. Average for 1903, 2,248 (308).

Harrodsburg, Democrat. Best weekly in best section Ky. Av. 1903, 5,532 (*); growing fast.

Lexington, Leader. Av. '03, 2,928, Sy. 4,092. 1st q'r '04, dy. 5,928, Sy. 5,448. E. Katz, agt.

Louisville, Evening Post, dy. Evening Post Co., pub. Actual average for 1903, 26,895 (374).

Louisville, Herald. Actual daily average for 1903, 17,214 (*); Sunday, 16,742 (*); Feb., 1904, daily 21,150, weekly 12,400, Sunday 20,771.

Paducah, Sun. daily. Average, 1903, 2,181 (*); for March, 1904, 2,472.

LOUISIANA.

New Orleans, Item, daily. R. M. Denholme, publisher. Average for Jan., 1904, 19,295, Feb., 20,612; March, 20,654.

New Orleans, Louisiana Planter and Sugar Mfr., wy. In 1903 no issue less than 5,000 (387).

New Orleans, News. Dy. av. 1903, 17,528, Sunday, 17,687. E. Katz, Special Agent, N. Y.

New Orleans, The Southern Buck, official organ of Elksdom in La. and Miss. Av. '03, 2,866.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1903, 1,274,766 (391).

Augusta, Kennebec Journal, d'y and w'y. Average daily, 1903, 5,778 (*), weekly 2,170 (*).

Bangor, Commercial. Average for 1903, daily 8,218 (*) weekly 29,006 (*).

Bever, Piscataquis Observer. Actual weekly average 1903, 1,904 (*).

Lewiston, Evening Journal, daily. Aver. for 1903, 6,814 (*) (©), w'y 15,482 (*) (©).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett. Average for 1903, 8,041 (*).

Portland, Evening Express. Average for 1903, daily 11,740 (*), Sunday Telegram 8,090 (*).

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1903, 44,582 (*). For April, 1904, 58,952.

MASSACHUSETTS.

Boston, Evening Transcript (©) (413) Boston's tea table paper. Largest amount of week-day adv.

Boston, New England Magazine, monthly. America Co., pub. Average 1903, 21,550 (420).

Boston, Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (©) (©)

Boston, Traveler, Est. 1894. Actual daily av. 1903, 78,859. In 1903, 76,666 (*). October 1, 1903, to March 1, 1904, 80,496.

Largest evening circulation in New England. Repr.: Smith & Thompson, N. Y. and Chicago.

Boston, Post, dy. Average for 1902, 174,173 (415). Av. for Dec., 1903, dy. 195,919, Sy. 188,715. Largest p. m. or a. m. sale in New England.

East Northfield, Record of Christian Work, mo. \$1. Av. for yr. end'g Dec. 31, 1903, 20,250 (*). Only clean, reliable advertising taken. Rate 10c. flat, or one-half-cent per line per thousand.

Gloucester, Daily Times. Average for 1902, 6,247 (337). First seven months 1903, 6,629.

Gloucester, Cape Ann News. Actual daily average year ending February 15, 1904, 4,804 (*); February, 1904, average 6,016.

Boston, Globe. Average for 1903, daily, 195,554 (*), Sunday, 297,824 (*).

Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

APRIL, 1904.

	DAILY.	SUNDAY.
1	204,904	
2	207,887	
3		310,630
4	205,221	
5	203,933	
6	203,029	
7	202,563	
8	202,949	
9	204,977	
10		306,053
11	202,558	
12	203,143	
13	202,266	
14	201,590	
15	201,177	
16	205,590	
17		300,218
18	203,110	
19	Holiday	
20	217,659	
21	201,995	
22	202,345	
23	204,449	
24		300,236
25	204,255	
26	201,797	
27	200,935	
28	200,523	
29	200,580	
30	200,569	
Total	5,094,744	1,217,136

Daily Average, - 203,789
Sunday Average, 304,284

Perfect copies printed for sale.

WM. O. TAYLOR.

Lawrence, Telegram, daily. Telegram Publishing Co. Average for 1903, 6,701 (439).

Salem, Little Folks, mo., juvenile. S. E. Cassino. Average for 1903, 75,250 (434).

Springfield, Good Housekeeping, mo. Average for 1903, 125,992 (*). First six months 1904, 161,166. All advertisements guaranteed.

Springfield, Republican. Av. 1903, dy. 15,542 (*) (©), Sun. 15,270 (*) (©), wy. 4,086 (*).

Worcester, Evening Post, daily. Worcester Post Co. Average for 1903, 11,711 (*).

Worcester, L'Opinion Publique, daily. Aver. Jan., 5,150 (*). Only French paper in U. S. on Roll of Honor. E. A. Craig, N. Y. and Chicago.

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1903, 5,912 (*). Aver. 1st 6 mos. of 1904, 4,100.

Detroit, Free Press. Average for 1903, daily 42,918 (*), Sunday 53,845 (*).

Grand Rapids, Evening Press, dy. Average 1903, 27,499 (*). 40,000 guar. daily for 1904.

Grand Rapids, Herald. Average daily issue for 1903, 22,524 (*).

Jackson, Citizen, daily. James O'Donnell, pub. Actual average for 1903, 2,227 (461). Average for first six months 1903, 4,228.

(Continued on page 27).

A Roll of Honor—*Continued.*

The Boston Post

Only three newspapers in Boston publish specific monthly statements of their daily average circulation. One of these claims less than 90,000 per day. The other two are the Boston Globe and the Boston Post.

The BOSTON GLOBE

states that its average daily circulation for April, 1904, was . . . **203,789**

The BOSTON POST'S

daily average circulation for April, 1904 (sworn), was . . . **213,157**

The Boston Post leads by 9,368

TWO POINTS:—*First: The Boston Globe's figures cover both Morning and Evening Editions as against The Boston Post's Morning Edition alone. Second: It is only fair to note that The Boston Globe is a 2-cent Newspaper and The Boston Post a 1-cent Newspaper.*

Leads Everything in New England

A Roll of Honor—Continued.

Jackson, Press and Patriot. Actual daily average for 1903, 5,649 (*). Av. April, 1904, 6,484.

Kalamazoo, Evening Telegraph. Last six months 1903, dy. 8,886, s.-w. 8,681. Daily aver. December, 1903, 9,069. Guarantees largest and best circulation in the city and surrounding territory.

Kalamazoo, Gazette-News, 1903, daily, 8,671 (*). Guarantees 4,000 more subscribers than any other daily paper published in the city. Av. 3 mo's to April 1, 9,493.

Saginaw, Evening News, daily. Average for 1902, 9,848 (473). April, 1904, daily 14,880.

MINNESOTA.

Minneapolis, Journal, daily. Journal Printing Co. Average for 1903, 57,818 (*).

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Aver. for 1903, 68,686 (*).

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1903, 78,854 (*) (408). Actual average January, 1904, 78,500.

Minneapolis, N. W. Agriculturist, s.-mo. Feb., '08, 78,168 (498). 75,000 guar'd. 35c. a gate line.

Minneapolis, Svenska Amerikaniska Posten. Swan J. Turnblad, pub. 1903, 49,057 (*).

Minneapolis, The Housekeeper; household monthly. Actual average 1903, 268,250 (*).

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. Average for 1902, daily, 66,872 (496); Sunday, 56,650. For 1903, daily average, 72,852; Sunday, 61,974. Daily average, last quarter of 1903, was 77,129; Sunday, 62,924. Sunday average for first three months of 1904 was 68,682. The daily average for the first four months of year was 85,619.



The only Minneapolis daily listed in Rowell's American Newspaper Directory that publishes its circulation over a considerable period down to date in ROWELL OF BOXES, or elsewhere. The Tribune is the recognized Want Ad Medium of Minneapolis.

Owatonna, Chronicle, semi-w'y. Av. for 1903, 1,896 (*). Owatonna's leading newspaper. Present circulation, 2,100.

St. Paul, Der Wanderer, with ag'l sup., Der Farmer im Westen, w'y. Av. for 1903, 10,500 (*).

St. Paul, Dispatch, dv. Aver. 1903, 58,044 (*). Present aver. 57,258. ST. PAUL'S LEADING NEWSPAPER. W'y aver. 1903, 78,026.

St. Paul, Globe, daily. Globe Co., publishers. Actual average for 1903, 51,541 (*). First 9 mos. 1903, 51,559.

St. Paul, News, dv. Aver. 1902, 30,619 (505). First 9 mos. 1903, sworn average 54,081 net.

St. Paul, Pioneer-Press, daily. Average for 1903 54,151, Sunday 30,986 (506).

St. Paul, The Farmer, agri., s.-mo. Est. 1882. Sub. 50c. Prof. Th. Shaw, ed. Act. av. year end Feb., 77,861 (*). Act. present av. 85,006.

Westlicher Herald. Av. 1903, 22,519 (*); Sonntags Winona, 28,111 (*); Volksbl. des Westens, 56,945 (*).

Winona, Republican and Herald, daily. Average 1902, 8,202 (512); 1903, 4,044 (*).

MISSISSIPPI.

Vicksburg, American, daily. In 1902, no issue less than 1,550 (522). In 1903, 1,900 copies.

MISSOURI.

Joplin, Globe, daily. Average 1903, 10,516, Mar., 1904, 11,491, E. Katz, Special Agent N.Y.

Kansas City, Journal, d'y and w'y. Average for 1903, daily 60,263 (*), weekly 188,725 (*).

Kansas City, Weekly Implement Trade J'n'l. Av. Aug., '02, 9,187 (543). Av. 5 mos. '03, 9,895.

Kansas City, World, daily. Aver. 1903, 62,978 (542). First 9 mos. 1903, aver., sworn, 61,452.

St. Joseph, News and Press. Daily aver. for 1903, 80,418 (*) Last 3 mos. 1903, 85,065.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1903, 37,950.

National Farmer and Stock Grower, mo. Av. 12 mos. end. Dec., '03, 106,625. 1902, 68,588 (565).

St. Louis, Star. Actual daily average for 1903, 64,878 (*).

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1902, 908,888. Actual proven average for first 9 months in 1903, 1,115,760. Commencing with Oct., 1903, every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Anaconda, Standard. Daily average for 1903, 10,509 (*). MONTANA'S BEST NEWSPAPER.

Butte, American Labor Union Journal, weekly. Average 1903, 20,549 general circulation.

Butte, Inter-Mountain, evening. Actual sworn net circulation for 1903, 10,617 (*). Guarantees largest circulation in State of Montana. Sworn net circulation for January, 1904, aver. 14,128.

Helena, Record, evening. Record Publishing Co. Average for 1903, 10,091 (*) daily. Average for 1903, 5,754 (*) weekly.

NEBRASKA.

Lincoln, Daily Star. Actual average for 1903, 11,165 (*), January, 1904, 13,225.

Lincoln, Deutsch-Amerikan Farmer, weekly (500). Actual average for 1903, 158,525 (*).

Lincoln, Freie Presse, weekly (600). Actual average for 1903 159,400 (*).

Lincoln, Nebraska Teacher, monthly. Towne & Crabtree, pub. Average for 1903, 5,810 (*).

Lincoln, Western Medical Review, mo. Av. yr. endg. May, 1903, 1,800. In 1902, 1,660 (591).

Omaha, Den Danske Pioneer, w'y. Sophus F. Nebbe Pub. Co. Average for 1903, 28,478 (504).

Omaha, News, daily. Aver. for 1902, 82,777 (504). First 9 mos. 1903, sworn aver. 40,055.

NEW HAMPSHIRE.

Franklin Falls, Journal-Transcript, weekly. Towne & Robie. Actual average 1903, 8,560.

Manchester, News, daily. Herb. N. Davison. Average for 1902, 7,500 (609).

Leith & Stuart, N. Y. Rep., 180 Nassau St.

NEW JERSEY.

Asbury Park, Press, dv. J. L. Kimmonth, pub. Actual average 1903, 3,798 (*). In 1902, 5,556.

Camden, Daily Courier. Est. 1876. Net average circulation for year end, Oct., '03, 6,885 (*).

Camden, Post-Telegram. Actual daily average, 1903, 5,798 (*), sworn. Jan., 1904, 5,829.

Clayton, Reporter, weekly. A. F. Jenkins, Pub. Actual average for 1903, 2,019 (*).

Hoboken, Observer, daily. Actual average 1902, 18,087 (619); Sept., 1903, 22,751.

Jersey City, Evening Journal. Average for 1903, 10,012. First three months 1904, 20,974.

Newark, Evening News. Evening News Pub. Co. Av. for 1903, dy 55,896 (*). Sy 16,291 (*).

A Roll of Honor—Continued.

Newmarket, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1903, 5,125 (*).

Red Bank, Register, weekly. Est. 1878. John H. Cook. Actual average 1903, 2,961 (*).

NEW YORK.

Albany, Journal, evening. Journal Co. Average for 1903, 16,627 (*); December, '03, 17,056.

Albany, Times-Union, every evening. Establ. 1866. Average for first three months 1904, 29,626.

Blghampton, Evening Herald, daily. Herald Co. Average for first three months 1904, 18,210.

Buffalo, Courier, morn.; Enquirer, even. W. J. Connors. Aver. for 1903, morn., 50,822 (*); even, 23,082 (*); Sunday average 68,586 (*).

Buffalo, Evening News. Daily average 1903, 75,408 (*). First 3 mos. 1904, 85,949.

Catakill, Recorder, weekly. Harry Hall, editor. 1903 av., 3,408 (*). Av. last 3 mo's, 5,566.

Cortland, Democrat, Fridays. Est. 1840. Aver. 1903, 2,248 (*). Only Dem. paper in county.

Le Roy, Gazette, Est. 1826. Av. '03, 2,254 (*). Larg. wry. circ. Genesee, Orleans & Niagara Cos.

Newburgh, News, dy. Av. for 1903, 4,437 (*), 1,600 more than all other Newburgh papers combined.

New York City.

American Engineer, my. R. M. Van Arsdale, pub. Av. 1903, 2,875 (*). Av. for '04, 4,600.

American Machinist, w'y, machine construe. (Also European ed.) Av. 1903, 20,475 (*).

Amerikanische Schweizer Zeitung, w'y. Swiss Pub. Co., 63 Trinity pl. Av. for 1903, 15,600 (671).

Army & Navy Journal. Est. 1893. Weekly aver. for 1903, 9,026 (*). Present circulation (May '7) 9,415. W. C. & P. P. Church, Pubs.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1903, 4,450 (*). Average for last three months 1903, 4,700.

Beniger's Magazine, family monthly. Beniger Bros. Average for 1903, 29,208 (*). Your advertisement in Beniger's Magazine will bring you business, because its circulation has

QUANTITY, CHARACTER, INFLUENCE.

Beniger's Magazine is sold only by yearly subscription, and those who advertise in its columns reach a very desirable class of people. Advertising rates, 50 cents per agate line.

Cheerful Moments, monthly. Geo. W. Willis Publishing Co. Average for 1903, 252,082 (*).

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1902, 26,244 (©) (673).

Dry Goods, monthly. Max Jaegerhuber, publisher. Actual average for 1903, 4,866 (*).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1902, 5,875 (689).

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1903, 6,885 (*). (©) (6).

Elite Styles, monthly. Purely fashion. Actual average for 1903, 62,125 (*).

Forward, daily. Forward Association. Average for 1902, 21,709 (607).

Four-Track News, monthly. Actual av. paid for six months ending March, 1904, 62,500; April edition, 90,000; May edition, 100,000.

Haberdsasher, mo., est. 1881. Actual average for 1903, 7,166 (*). Binders' affidavits and Post Office receipts distributed monthly to advertisers.

Hardware, semi-monthly. Average for 1902, 8,902 (683); average for 1903, 9,531.

Hardware Dealers' Magazine, monthly. In 1903 no issue less than 17,000 (*). (©) (6).

Junior Toilettes, fashion monthly. Max Jaegerhuber, pub. Actual average 1902, 26,840 (*).

Leslie's Monthly Magazine, New York. Average circulation for the past 18 months (1903), 218,624 (*). Present average circulation 225,272.

Morning Telegraph, daily. Daily Telegraph Co., pub. Average for 1902, 28,222 (668).

Music Trade Review, music trade and art weekly. Aver. for 1903, 5,452 (677).

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., pub., 8 Spruce street. (©) (679).

Pocket List of Railroad Officials, qly. Railroad & Transp. Av. '02, 17,696 (709); av. '03, 17,992.

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1903, 4,914 (*).

Printers' Ink, weekly. A journal for advertisers, \$5.00 per year. Geo. P. Rowell, Est. 1828. Average for 1903, 11,001 (*). First seven weeks 1904, actual average 12,092.

Railroad Gazette, railroad and engineering weekly. 33 Fulton street. Est. 1866. (©) (680).

The Central Station, monthly. H. C. Cushing, Jr. Av. for year ending May, 1903, 2,485 (687).

The Iron Age, weekly, established 1835 (©) (676). For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:

"Awarded November 20, 1901, 'by Printers' Ink, the Little Schoolmaster in the Art of Advertising, to The Iron Age, that paper, after a canvassing of merits extending over a period of ten months, having been pronounced the one trade paper in the United States of America that, taken all in all, renders its constituency the best service and best serves its purpose as a medium for communication with a specified class."

The Ladies' World, mo., household. Average net paid circulation, 1902, 480,155 (*).

The World, Actual aver. for 1903, Morn., 275,607 (*); E'vg, 257,162 (*). S'y, 258,650 (*).

Toilettes, fashion, monthly. Max Jaegerhuber, publisher. Actual average for 1903, 61,500 (*).

Wilshire's Magazine. Gaylord Wilshire, ed., 123 E. 33d St. Act. av. ending Sept., 1902, 46,000 (1082). Actual av. first eight mos. 1903, 100,625.

Rochester, Case and Comment, mo. Law. Av. for 1902, 20,000 (715); 4 years' average, 20,156.

Schenectady, Gazette, daily. A. N. Liecny. Average for 1902, 9,097 (718). Actual average for 1903, 11,628 (*).

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1903, dy. 22,107 (*); S'y 22,496 (*).

Utica, National Electrical Contractor, mo. Average for 1902, 2,292 (723).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1903, 14,004 (*).

Warsaw, Western New Yorker, weekly. Average for 1902, 2,802 (*). In county of \$2.00 with no daily.

Wellsville, Reporter. Only dy. and s-wy. in Co. Av. 1903, dy. 1,124 (*); s-wy., 2,955 (*).

Whitehall, Chronicle, weekly. Ingles & Tefft. Average for 1902, 4,152 (736).

NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Act. dy. av. 1903, 5,582 (*). S'y 6,791 (*); semi-w'y, 5,500 (*). First three months 1904, 6,578.

Elizabeth City, Tar Heel, weekly. Actual average 1904, 2,506. Covers ten counties.

Raleigh, Biblical Recorder, weekly. Average 1903, 8,872 (*).

Wellsville, Reporter. Only dy. and s-wy. in Co. Av. 1903, dy. 1,124 (*); s-wy., 2,955 (*).

Whitehall, Chronicle, weekly. Ingles & Tefft. Average for 1902, 4,152 (736).

NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Act. dy. av. 1903, 5,582 (*). S'y 6,791 (*); semi-w'y, 5,500 (*). First three months 1904, 6,578.

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Raleigh, Biblical Recorder, weekly. Average 1903, 8,872 (*).

A Roll of Honor—Continued.

NORTH DAKOTA.

Grand Forks, Herald, dy. av. for Feb. 1904, \$,811. Will guar. \$,800 for year, N. Dakota's BIGGEST DAILY. LaCoste & Maxwell, N.Y. Rep.

Grand Forks, Normanden, weekly. Av. for 1903 \$,451 (*). Guar. \$,800 after March 9th, 1904.

Wahpeton, Gazette. Average 1903, 1,564 (*). Present circulation, 1,800; sent free, 1,500. Total, \$,800.

OHIO.

Akron, Beacon Journal. Aver. 1903, \$,268 (*). (750). N.Y., 583 Temple Court. Av. Mar., '04, 9, 125.

Ashtabula, American Sanomat, w'y. Aug. Edwards. Average for 1903, \$,558 (752).

Cincinnati, Enquirer. Established 1842. Daily (©), Sunday (©) (761). Beckwith, New York.

Cincinnati, Mixer and Server, monthly. Actual average for 1902, 18,088 (764). Actual average for 1903, 48,635 (*). Official organ Hotel and Restaurant Employees' Int. Alliance and Bartenders' Int. League of America. WATCH US GROW

Cincinnati, Photographic Magazine, mo. Phonog. Institute Co. Av. for 1902, 10,107 (764).

Cincinnati, Times-Star, dy. Cincinnati Times-Star Pub. Co. Act. aver. for 1902, 148,013 (761). Actual average for 1903, 145,164 (*).

Cleveland, Current Anecdotes (Preachers' Mag.), mo. Av. year ending Dec., '03, '05, 15,750.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1903, 66,445 (*); Sunday, 60,759 (*). April, 1904, 75,885 daily; Sunday, 67,060.

Columbus, Press, daily, democratic. Press Printing Co. Actual av. for 1902, \$4,989 (770).

Dayton, News, dy. News Pub. Co. Average for 1903, 16,407 (*). March, 1904, 19,075.

Dayton, Young Catholic Messenger, semi-mo. Geo. A. Pfaum. Aver. for 1903, \$1,125 (*).

Lancaster, Fairfield Co. Republican. In August, '03, no issue less than 1,680 for 2 years (783).

Mansfield, News, daily-weekly. Average 1902, 4,151. N.Y. office, 583 Temple Court.

Springfield, Farm and Fireside, agricultural, semi-monthly, est. 1877. Actual average for 1902, \$11,220 (800). Actual average for first six months, 1903, \$40,875.

Springfield, Press-Republic. Aver. 1903, 9,228 (*); Feb., '04, 9,567. N.Y. office, 583 Temple Ct.

Springfield, Woman's Home Companion, household monthly, est. 1873. Actual av. for 1902, \$62,666 (800). Actual average for first six months, 1903, \$85,166.

Toledo, Medical and Surgical Reporter, mo. Actual average 1902, 16,688 (*).

Youngstown, Vindicator. Dy. av. '03, 11,000 (*). LaCoste & Maxwell, N.Y., Eastern Reps.

OKLAHOMA.

Guthrie, Oklahoma Farmer, w'y. Actual average 1903, \$8,020 (*).

Guthrie, Oklahoma State Capital, dy. and w'y. Aver. for 1903, dy. \$9,063 (*), w'y. \$5,014 (*). Year ending July 1, '03, dy. 19,868; w'y. 22,119.

Oklahoma City, The Oklahoman. 1903 aver., \$,816; April, '04, 7,798. E. Katz, Agent, N.Y.

OREGON.

Astoria, Lannetor. C. C. C. Rosenberg, Finnish, weekly. Average 1902, 1,598 (830).

Portland, Evening Telegram. Dy. (ex. Sun). Shorn cir. '03, 17,648 (*). In '02 16,866 (834).

Portland, Pacific Miner, semi-mo. Av. year ending Sept., 1902, \$,808; first 3 mos. 1903, 4,912.

PENNSYLVANIA.

Chester, Times, ev'g dy. Av. 1903, \$,187 (*). N.Y. office, 230 B'way. F. R. Northrup, Mgr.

Connellsville, Courier, daily. Aver. for 1903, 1,848 (*), weekly for 1903, \$,090 (*), daily January-February, 1904, 2,446.

Erie, People, weekly. Aug. Klenke, Mgr. Average 1903, \$,088 (*).

Erie, Times, daily. Average for 1903, 11,205 (*). March, 1904, 18,788. E. Katz, Sp. Ag., N.Y.

Harrisburg, Telegraph, dy. Actual daily aver. 1903, 10,286 (*). Average, year ending February, 10,544. Average, March, 11,016.

Philadelphia, American Medicine, w'y. Av. for 1902, 19,527 (865). Av. March, 1903, 16,927.

The Philadelphia Bulletin's Circulation

The following statement shows the actual circulation of the "The Bulletin" for each day in the month of April, 1904:

1	169,109	16	186,083
2	182,188	17	192,140
3	174,040	18	187,782
4	180,387	19	183,548
5	178,870	20	187,185
6	181,778	21	186,261
7	179,076	22	185,587
8	175,186	23	184,444
9	189,181	24	179,846
10	184,272	25	181,167
11	186,243	26	183,040
12	186,116	27	185,071
13	189,717	28	186,336
14		29	
15		30	

Total for 36 days, 4,749,674 copies.

NET AVERAGE FOR APRIL,

182,679 copies per day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WM. L. McLEAN, Publisher.

Philadelphia, May 4, 1904.

THE BULLETIN goes daily into more Philadelphia homes than any other medium.

THE BULLETIN has by many thousands the largest local circulation of any Philadelphia newspaper.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1902, 6,748 (871).

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1903, 544,676. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 25th, 1903, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of Advertising, to the Farm Journal. After canvassing 'of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them, through its advertising columns."

Philadelphia, Press. Av. circ. over 100,000 daily. Net average for Feb., 1904, 181,061.

Philadelphia, Sunday School Times, weekly. Average for 1902, 101,815 (880). Average for July 1, 1903, 108,057. Religious Press Assn., Phila.

Pittsburg, Chronicle-Telegraph. Aver., 1902, 67,849 (875). Sworn statement on application.



A Roll of Honor—Continued.

Pittsburg, Gazette, d'y and Sun. Aver. d'y 1902, 60,225 (876). *Sworn states' on application.*

Pittsburg, Labor World, w'y. Av. 1903, 18,088 (*). *Reaches best pd. class of workmen in U.S.*
Seranton, Times, every evg. E. J. Lynett. Av. for 1903, 21,604 (*). *La Coste & Maxwell, N.Y.*

Warren, Forenlogs Vannen, Swedish, mo. Av. 1902, 1,541 (889). *Circulates Pu., N.Y. and O.*

Washington, Reporter, daily. John I. Stewart, gen. mgr. Average for 1903, 5,697 (*).

West Chester, Local News, daily. W. H. Hodgson. Average for 1902, 15,086 (890).

Williamsport, Grit, America's Greatest Weekly, Net paid average 1903, 181,888 (*). *Smith & Thompson, Repts., New York and Chicago.*

York, Dispatch, daily. Dispatch Publishing Co. Average for 1903, 8,108 (*).

RHODE ISLAND.

Providence, Daily Journal, 16,485 (*)(60). Sunday, 19,592 (*)(60). *Evening Bulletin 86,886 (*). Av. 1903. Providence Journal Co., pubs.*

Westerly, Sun. Geo. H. Utter, pub. Average 1903, 4,888 (*). *Only daily in So. Rhode Island.*

SOUTH CAROLINA.

Anderson, People's Advocate, weekly. G. F. Browne. Av. 1903, no issue less than 1,750 (*).

Charleston, Evening Post. Actual d'y. av. for 1903, 2,842 (*). *First 3 mos. '04, 2,170.*

Columbia, State, daily. State Co., publishers. Actual average for 1903, daily, 6,568 (*); semi-weekly, 2,015 (*); Sunday, 7,705 (*). *First 3 mos. 1904, daily 7,440, Sunday 8,546.*

SOUTH DAKOTA.

Sioux Falls, Argus Leader. Tomlinson & Day, publishers. Actual daily average for 1903, 5,819 (918). *Actual daily av. for 1903, 8,882 (*).*

TENNESSEE.

Chattanooga, Southern Fruit Grower, mo. Actual average 1903, 17,858 (*). *Rate, 10 cents per line. Average for January, 1904, 19,177.*

Gallatin, Semi-weekly News. In 1902 no issue less than 1,850 (923). *First 6 mos. 1903, 1,425.*

Knoxville, Sentinel, daily. Average 1903, 9,691 (*). 6 mos. '03, 10,168. Feb., '04, 12,278.

Lewisburg, Tribune, semi-weekly. W. M. Carter. Actual average 1903, 1,201 (*).

Memphis, Morning News. Actual daily average for 1903, 17,594 (*); March, 1904, average 21,758.

Nashville, Banner, daily. Av. for year ending Feb., 1903, 16,072 (*). Av. for Feb., 1904, 21,287. *Only Nashville d'y eligible to Roll of Honor.*

Nashville, Christian Advocate, w'y. Bigham & Smith. Average for 1902, 14,241 (929).

Nashville, Progressive Teacher and South'n School Journal, mo. Av. for 1902, 8,400 (930).

TEXAS.

Dallas, Retail Merchant, mo. (formerly Retail Grocer and Butcher). Julian Capers, publisher. Average for 1903, 1,105 (*); March, 1904, 1,215.

La Porte, Chronicle, weekly. G. E. Kepple, publisher. Average for 1903, 1,229 (964).

Paris, Advocate, d'y. W. N. Furey, pub. Actual average, 1903, 1,827 (*).

UTAH.

Ogden, Standard. Wm. Glaseman, pub. Av. for 1903, daily 4,022, semi-weekly 2,081 (970).

VERMONT.

Barre, Times, daily. F. E. Langley. Av. 1903, 2,710 (*). *Last six months 1903, 2,886.*

Burlington, Free Press. Actual daily average 1903, 5,566 (*). *Circulation examined by Ass'n of Amer. Ad. Only Vermont paper examined.*

Burlington, News. Jos. Auld. Actual daily aver. 1903, 5,046 (*), aver. December 5,886.

VIRGINIA.

Norfolk, Dispatch, daily. Sworn average for 1902, 5,098 (905); for 1903, 7,482 (*); February, 8,448; March, 9,241.

Richmond, News Leader, every evening except Sunday. Daily average February 1, 1903, to February 1, 1904, 27,414 (*). *The largest circulation between Washington and Atlanta.*

WASHINGTON.

Tacoma, Ledger. D'y. av. 1903, 12,717 (*); Sy., 15,615 (*); w'y., 8,912 (*). *Aver. 2 mos. 1904, D'y., 14,500; Sy., 17,500; w'y., 9,500. S. C. Beckwith, rep., Tribune Bldg., N. Y. & Chicago.*

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. G. Hornor, pub. Average for 1902, 2,804 (1009).

Wheeling, News. Daily paid circ'n 9,707. Sunday paid circ'n 10,529. *For 12 months up to April 1, 1904. Guarantees a paid circulation equal to any other two Wheeling papers combined.*

WISCONSIN.

LaCrosse, Leader-Press, daily. Actual average 1903, 5,590 (*).

Madison, Amerika, weekly. Amerika Publishing Co. Average for 1902, 9,496 (1026).

Milwaukee, Evening Wisconsin, d'y. Evg. Wisconsin Co. Av. for 1903, 21,981 (*). December, 1903, 25,090; April, 1904, 25,665 (60).

THE EVENING WISCONSIN.

"For the purpose of reaching the intelligent and well-to-do people of Milwaukee I would put the Evening Wisconsin first," said Mr. J. Simon, manager of the Boston Store. He also said: "I would give more for 25,000 circulation of the Evening Wisconsin kind than a hundred thousand of the other kind."

Milwaukee, Germania-Abendpost, d'y. Av. for year end'y Feb., '04, 28,676; av. Feb., '04, 24,808.

Milwaukee, Journal, daily. Journal Co., pub. Av. end. Feb., '03, 25,504 (*). April, 1904, 29,618.

Oshkosh, Northwestern, daily. Average for 1903, 6,488 (*).

Racine, Journal, daily. Journal Printing Co. Average for 1903, 8,702 (*).

Racine, Wisconsin Agriculturist, weekly. Average for 1903, 28,181 (*). *First 3 mos. 1904, 24,720. Adv. \$2.10 per inch.*

Waupaca, Post, weekly. Post Publishing Co. Average for 1902, 2,588 (1044). *All home print.*

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1902, 5,937 (1051).

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1903, 8,695 (*).

MANITOBA, CAN.

Winnipeg, Der Nordwesten, German w'y. Av. for 1903, 9,565 (*), only medium in special field.

Winnipeg, Free Press, daily and weekly. Average for 1903, daily, 18,824 (*); weekly, 18,908 (*). *Daily, April, 1904, 25,611.*

A Roll of Honor—Continued.

THE HERALD and MAIL CONSTITUENCY

The **Halifax, N. S., Herald and The Mail** are regular daily visitors in over **15,000** business houses and homes in Halifax and throughout Nova Scotia, giving us a constituency of **75,000** readers, who, as a rule, **see no other daily paper.**

FLAT RATE.

**The Same Rate for the
Same Service to
Everyone.**

Conditions on Which We Accept Advertising

That The Halifax Herald has the largest circulation of any morning paper in Canada east of Toronto, with one exception in Montreal.

That the circulation of The Evening Mail **EXCEEDS** the combined circulation of ANY OTHER TWO EVENING PAPERS in Nova Scotia; and

That the sworn circulation of The Herald AND The Mail **EXCEEDS** the combined circulation of ANY OTHER THREE DAILY PAPERS published in Canada east of Montreal, and almost equals the combined circulation of ANY OTHER FOUR DAILY PAPERS in the same territory—within a radius of 750 miles of Halifax.

**"WRITE IT IN THE
CONTRACT."**

NOVA SCOTIA, CAN.

Halifax, Herald and Evening Mail. Av. 1902, 8,571. Av. 1903, 9,941 (*). April, 1904, 16,296.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1903, 5,875 (*).

Toronto, Star, daily. Average for 1903, 20,971 (*). April, 1904, 31,205.

QUEBEC, CAN.

Montreal, Herald, daily. Est. 1808. Actual average for 1903, 22,515 (*).

Montreal, La Presse. Treffe Berthiaume, publisher. Actual average 1902, daily 70,420. Average April, 1904, 80,116.

Montreal, Star, dy. & wy. Graham & Co. Av. for '02, dy. 55,079, wy. 121,418 (1903). Six mos. end. May 31, '03, dy. av. 55,147, wy. 122,157.

The Hartford

As the capital of the State insurance business, Hartford is of ordinary interest. . . .

The people in business there are interested in the publication among the newspapers, because of the business it wants and the other things it does.

(Extract from an investigation of Connecticut by the
Printers' Ink and published in that paper of 1903)

***The Actual Daily Average of the
for 1903 was***

The Times is a Member

PERRY LUKENS, Jr., New York Representative

rd Conn., Times

the State and the center of a big
Hartford is a point of more than

business there say there is no competi-
tion because the TIMES gets all the
the other three take what's left.

(*Excerpt from a report of Connecticut newspapers recently made by
that paper of April 13, 1904.*)

of The Hartford Times

16,509

WAS

COPIES

Member of the Roll of Honor

Representative,

29 Tribune Building, NEW YORK

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred.

ADVERTISING RATES:

Classified advertisements, Advertising Agents and Want Ad Mediums, set in pearl, beginning with a two-line initial letter, but containing no other type larger than pearl, 10 cents a line, \$30 a page.

Displayed advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$3); 300 lines to the page (\$40).

For specified position (if granted), 50 per cent additional.

For position (full page) first on first or last on last cover, double price.

For inside of cover pages or first advertisement on a right-hand page (full pages) or for the central double pages printed across the centre margin, 50 per cent additional.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for pro rata.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,

Publisher,

Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, MAY 18, 1904.

WIDESPREAD FAITH IN ADVERTISING.

To many people who know just a little about advertising it stands as a mystic force that will make them rich. Many wonderful stories have been printed about advertising success the past few years in newspapers and magazines. They are not always true, but they are picturesque, and as a result the public believes in advertising, and expects it to accomplish things it was never intended to accomplish. Publishers come in contact with these people, and their good sense and honesty often prevents them sinking a little hard-won capital in a foolish enterprise.

"Not long ago we received inquiries regarding rates from two people in Boston whom we had never heard of before in a business way," said Horace Dumars, advertising manager of the *Ladies' World*, New York. "On his next trip up that way one of our solicitors called upon them. The first was a woman with a baby in her arms and several other children, living in a residence district given

up to mechanics. She had a pattern for a baby's dress that she wanted to sell by mail, and our paper was the one she knew best. She was ready to spend \$25 in space, but we refused to take her money. Only when the solicitor recommended a much cheaper medium of less circulation would she be dissuaded, however. She knew little about advertising or business, but was determined to try her luck.

"The other Bostonian was found in a large factory, where he had a position as office boy. He, too, wanted to try his luck at advertising, and his capital was about the same. He had no notion at all of what he was going to sell, but he wanted to contract with us for some advertising space, and after that he intended to think it over. A little fatherly talk convinced him that he would better keep his small savings in the bank.

"Sometimes men who are in business, and successful at that, get this advertising ambition, and go about advertising in a way so absurd that you would hardly believe they could succeed in anything. I remember an instance some time ago of a man who made ribbons that would fit only one make of typewriter. He wrote and asked for rates upon an ad in the *Ladies' World*. Now, of all mediums on earth, I presume we are the least suitable for selling typewriters or typewriter supplies. But even if we reached as many as ten thousand readers who used typewriters, which I am certain we do not, there would probably be less than five hundred who use the particular make of machine for which this man's ribbons were suited. We wrote and explained this, and suggested that he try some publication more suitable. Our letters made no impression on him, however. He was determined to advertise in the *Ladies' World*, and seemed to think we were all at sea as to what our readers would buy. Under these circumstances it seemed to me no more than a matter of business that we should permit him to buy space. So he took two inches. The ad, needless to say, appeared only once. The man probably came

to the conclusion that advertising is a gigantic fake.

"I presume all publishers, particularly of well-known magazines, come in contact with these people. Their chief desire is to enter the mail order field, because that has been exploited as a profitable business to be conducted at home. But stories of advertising success have been printed so generally of late that the public believe there are millions in every sort of advertising. This sentiment is good, on the whole, for it encourages responsible business men who ultimately make a success of advertising. But it also sets the advertising bee buzzing in the bonnets of people who were never intended for advertising, and these become the fools who would rush in where advertisers fear to tread."

His Majesty's Wardrobe is a monthly publication issued by the Washington Shirt Co., Chicago. Treating matters of dress likely to interest "His Majesty, the American Citizen," it is sent to the company's mail order customers, and really serves the purpose of a monthly price-list.

A BOOKLET about the arrangement and architecture of buildings for Young Men's Christian Associations is sent to secretaries by Frank E. Wetherell, architect, Oskaaloosa, Iowa. Mr. Wetherell has built several structures for associations, including one in his own city, and his booklet, by plans and photographs, convinces one that he knows the needs of an association.

MAGAZINE ads of Daube, Cohn & Co., makers of "Kantwearout" children's clothes, Chicago, have been reproduced in a small booklet for the dealer's benefit, with estimates of the number of readers reached by the campaign. The publications used are *Ladies' Home Journal*, *McClure's*, *Delineator*, *Saturday Evening Post* and *Munsey's*. Reckoning five readers to the copy, this campaign gives an estimated total of nearly eighteen million readers. Which is quite a lot.

"Is THERE such a publication as the *Realty Field*, and where is it published?" asks a correspondent.

GILBERT F. KENNEDY and David Kennedy announce that on April 30th they purchased at bankruptcy sale the entire right to manufacture Dr. David Kennedy's Favorite Remedy and all the other preparations manufactured by the Dr. David Kennedy Corporation, now bankrupt, of Rondout, N. Y. The business will now be continued under the name of Dr. David Kennedy's Sons, to which firm all business communications should be addressed.

THE third annual Advertising Men's Golf Tournament will take place Wednesday, June 8th, on the Montclair, N. J., course. All golf players who are associated with the advertising business, either as agents, managers or solicitors, or those who place advertising, are eligible to compete in this tournament. These tournaments in previous years have brought out many enthusiastic golfers, and have been exceedingly pleasant affairs. It is hoped that all advertising men who wield the clubs will send their names and entries in as soon as possible to Mr. Wm. C. Freeman, advertising manager, the *American*, New York, N. Y.

The New York Supreme Court, in passing on the validity of the State law that prohibits the use of the United States flag for advertising purposes, holds that the provision of the statute against mutilation of the flag is constitutional, says *Case and Comment*. Mutilation includes printing an advertisement on the national emblem. The court declared unconstitutional, however, the provision that prohibited the use of the flag or a representation thereof in an advertising design, holding that there was an unreasonable discrimination in denying the use of the flag in connection with merchandise, but permitting jewelers, newspapers, stationers, etc., to print it upon stationery, diplomas, periodicals, jewelry, etc.

MR. M. A. WEIGLE, for twenty years with the advertising department of the Washington, D. C., *National Tribune*, severs his connection with that publication May 31st.

DESPITE the terrific winter and the unkind spring, the Erie's suburban advertising is bringing very satisfactory results. Suburban Passenger Agent J. F. Jack says that more inquiries are coming in than during the past two years. Small single column ads in New York

To "Own Your Own Home"

Is better than
Life Insurance
or
Money in the Bank.

The New ERIE **Publication**

"WHERE TO LIVE" tells both
where and how.

Free on application at 1150 and 800 Broadway, N. Y.; 333 Fulton St., Brooklyn, or mailed for 4 cents postage, by
J. F. JACK, Suburban Passenger Agent,
1150 Broadway, New York.

dailies are used in conjunction with cards in the elevated cars, and inquiries are followed up with a new edition of the booklet, "Where to Live." The prominent feature of the newspaper ads, as usual, is the Erie "trademark."

THE youngest of the automobile journals, and perhaps the best, is *Motor*, published at 150 Nassau street, New York. Just six months old in April, it is a handsomely printed monthly magazine of the sport, technical to a degree, yet not forbiddingly so. While the mechanics of motoring are treated in an adequate way, by far the greatest portion of *Motor's* space is given up to articles upon the pleasures of touring. This is really the nub of the whole matter. *Motor* carries a large volume of advertising for a publication so young, and the extent to which it appears on the newsstands, particularly in New York City, shows how strong a hold the automobile has taken upon the American people the past year or two. Two years ago such a publication would have lacked a remunerative audience.

Commercial Education is a substantial new monthly journal published at Indianapolis and devoted to the news, methods and interests of commercial schools and teachers. It enters an educational field that seems to be unoccupied.

THE *Evening Wisconsin* adopts an ingenious plan of demonstrating the quality of its circulation in Milwaukee. In a large clothbound souvenir album are shown photographs of homes in the various wards of the city, with a statement of the number of readers of the evening papers in each. The *Evening Wisconsin* has been conducting a house-to-house canvass for five months, according to the publishers, and it is claimed that with all other evening papers combined it is not possible to reach ten per cent of the 12,000 homes in Milwaukee. The canvass also extends to towns in Wisconsin, and the pictures are backed up with statements from local advertisers.

PHILADELPHIA MERCHANTS OBJECT TO TRADING STAMPS.

The dry goods merchants engaged in business in that portion of the northwest section of Philadelphia lying west of Tenth street and west of Girard avenue, at a meeting held the other evening at the headquarters of the Northwest Business Men's Association, No. 2412 Montgomery avenue, decided not to issue trading stamps hereafter. In abolishing the trading stamp system, it was argued that goods could be sold at lower prices, allowing customers to purchase such premiums as the stamp companies give whenever they desired.

It was stated that six representatives of stamp companies sought to attend the meeting. As only members of the association were admitted, however, they were requested to leave before the meeting opened. They made light of the movement, and expressed confidence in their ability to break the union of storekeepers. Many other organizations contemplate taking similar steps.

THE *News and Press*, the only afternoon paper in St. Joseph, Mo., sends out a booklet showing the extent of its circulation on a map. The paper is said to cover 800 towns tributary to that city, and to be delivered over 400 mail routes.

THE Ethridge Company headquarters in the well-known Decker Building, Union Square, this city, have again been enlarged and the offices now cover almost an entire floor. New departments have been added and several more well-known illustrators have been added to the art department. The Ethridge Company makes a specialty of planning and executing comprehensive advertising campaigns, and has upon its list of regular customers a large number of the most prominent high-class advertisers in this country.

THE "LADIES' WORLD" AD.

"What is the matter" with the *Ladies' World* ad as reproduced in *PRINTERS' INK*, May 11, 1904?

Just this (so far as Mr. Dumars' incorrect method of estimating its value is concerned): Why should my wife spend five cents cash for the magazine, two cents for postage (besides the trouble of buying the stamps if she doesn't happen to have them on hand), one cent for writing paper, one cent for envelope, and considerable time in the correspondence, when she can walk around the corner and buy the *World* at the newsstand for five cents?

You can't expect a person—especially a woman—to pay nine cents for the *Ladies' World*, Mr. Dumars, when she can buy it in almost any city in the United States for a nickel.

Besides, the ad distinctly told her to "get a copy from the nearest newsdealer," and she probably did it unless she lives in a very, very rural district.

MILTON M. BITTER,

Chief of Literary Department, Vechten Waring, 100 William St., N. Y. City.

HEL hath no fury like a special advertizin' agent scorned.—*Uncle David's "Filosophy."*

It is rare that the torpedo fleet in American politics can provoke a reply from the battleship anchored in the quiet of Princeton, but when it does happen the detonation is heard all the way from Maine to California.—*Saturday Evening Post*.

THE bill prepared by the Merchants' Association to regulate the issuance of trading stamps in this State was signed by Governor Odell on Monday, May 9, and has now become a law. This measure was most bitterly contested by the trading stamp companies. A number of hearings thereon were held before the legislative committees and before the Governor, at which hearings representatives from the commercial organizations and merchants in all lines of trade in all parts of the State appeared in favor of the bill. The Merchants' Association of New York conducted a campaign to promote the passage of the measure by making a direct canvass of the merchants throughout the State. The law goes into effect June 1, 1904. Its main provisions are: That trading stamps must bear on their face the redeemable value, expressed in cents or fractions thereof; that all concerns issuing trading stamps must redeem them at their full face value, either in cash or merchandise, at the option of the holder, whenever presented in quantities amounting to five cents or over. The law further provides that failure to comply with its terms constitutes a misdemeanor.

Address all correspondence, payments, orders and copy for advertisements in PRINTERS' INK to the Business Manager of PRINTERS' INK.

THE George Ethridge Company has opened a branch office in The Arcade, Cleveland, Ohio. Mr. A. A. Russell, who has represented the Ethridge Company in Ohio for the past year, is in charge.

THE latest novelty presented to advertisers by *Collier's* is a portfolio containing mounted color reproductions of three of Frederic Remington's paintings depicting the settlement of the Louisiana Purchase territory. There will be twelve of these pictures altogether, one appearing each month with the fiction number of *Collier's*. They will be added to the collection as fast as published.

MR. CONDE HAMBLIN, general manager of the St. Paul, Minn., *Pioneer Press*, thinks the following of interest to every employer in the United States:

Conde Hamblin, of the St. Paul *Pioneer Press*, is testing a question that will interest every employer of union labor in the country. The question at issue arose in the manufacturing department of the Pioneer Press Co. The company has a contract for two years with the Journeymen Bookbinders' Union, made last November, in which it is specifically stated that there shall be no strike or lock-out during the period covered by the contract. Recently the bookbinding girls formed a union and demanded that it be recognized. Upon the refusal of their demand they struck. The journeymen bookbinders thereupon quit substantially in a body and at the same time, but claimed that it was not a strike because they quit as individuals and did not officially consider it a strike. Although both strikes collapsed, suit has been brought against the journeymen's union and its individual members for damages, not with a desire to secure compensation for the loss entailed, but to secure a ruling whether the members of a union can quit as individuals and evade the responsibility of a strike. If they can, there is not a contract with a labor union in the country that is worth the paper it is written upon.

To each solicitor of classified advertising for the Philadelphia *Record* is given the following instruction sheet, prepared by John H. Sinberg, manager of the classified columns of that paper. These instructions may be of service to other want ad mediums:

Call on every assignment given you, and work hard to secure a long-time order. If you cannot get an order for a month, two weeks or one week, try

for one insertion. Be persistent, but not pugnacious. Do not promise anything you are not sure can be fulfilled.

Solicitors should always appear neat; have clean linen, well-brushed clothes and shoes, and must be cleanly shaven. Do not smoke while talking business, and drinking during business hours will not be tolerated. Remember, you are representing a high-class paper, and while soliciting for that paper you are its direct representative.

A morning newspaper, with the largest paid circulation in Pennsylvania; a paper that is read in the best homes, and is delivered to more homes than any other paper in Philadelphia. A paper that is always to be found in the offices of business men. The *Record* carries more department store advertising than any other paper in Philadelphia. The *Record* carries more horse advertising than all the Philadelphia papers combined. The *Record* carries a large volume of financial and book advertising, proving that it is read by moneyed people and people of refinement. The *Record* is considered one of the best newspapers in the country. Not sensational, but up-to-date and progressive. It publishes daily and Sunday features which appeal to men and women of all classes. It is a news-paper.

In answer to arguments on the part of prospective advertisers that the *Record* is not a good classified advertising medium, bear strongly on the fact that during the past two years the *Record* became recognized as one of the best classified advertising mediums in Philadelphia. That it has been gaining more in classified advertising than any other Philadelphia newspaper. That in 1903 it gained nearly 600,000 lines of classified advertising over 1902. That its classified advertising is growing at the rate of 50,000 lines per month, which proves that advertisers who have given it a trial have become permanent patrons. That with its enormous circulation and the quality of its readers a new advertiser practically is assured of results. To advertisers who say that they have tried the paper before, but with no results, give answer that advertisers at the present time are getting better results than ever before, and urge another trial.

If an advertiser appears angry at the *Record* on account of some misunderstanding or mistake made at office or through solicitors, find out exactly what the trouble is; explain in a gentlemanly and courteous manner that the present management is endeavoring to treat every one fairly, squarely and honestly, and assure advertiser that matters will be adjusted at once. Report all grievances to manager of the classified department immediately.

Read the *Record* thoroughly every morning and become conversant with all its features, so as to be able to talk intelligently. Watch every day for *Record* "Boomers," majority of which usually contain some new and telling arguments in favor of the *Record*.

Finally, never lose your temper with an advertiser, no matter how strong the provocation. Always leave him so that you may return at any time.

WHILE there is a deal of truth in the theory that a good ad will assert itself anywhere, and needs no special position, it must also be remembered that the most effective announcement always gains by being favorably placed. Money spent for preferred position is, in the majority of cases, the most remunerative portion of the advertising expenditure, particularly if the ad be of modest size.

THE issue of the American Newspaper Directory for 1904 indicates that circulations are becoming contracted somewhat. The price of paper has advanced a little and every time a publisher finds that the increase on his paper bill is enough to buy him a new suit of clothes or to send his wife and daughter to the mountains or the seashore for a week, he is quite inclined to look around and see who is getting his paper without paying for it and to take some step to cure that evil.

"AT COWAN'S" is a creditable booklet dealing in a general way with the stock and merchandising policy of W. K. Cowan & Company, furniture and decorations, Chicago. The half-tone views of the store's interior tell a comprehensible story to people who would be likely to appreciate the firm's fine goods. The explanatory matter accompanying these views is dignified, but in the striving after "literary quality" has been made somewhat wordy. The booklet was planned and written by James Howard Kehler, Chicago.

HAL MARCHBANKS has taken charge of the New York office of Edw. Stern & Co., Inc., of Philadelphia, large color printers. Their office is at No. 1 Union Square.

OCCASIONALLY there appears in the New York *Journal* a one-inch single column ad to the following effect:

WHAT IS THE SOUL?

Where does it go at death? Is it conscious or unconscious? Does it rejoin the body?

A pamphlet answering clearly the above questions sent free on receipt of a two-cent stamp.

The Hope of Immortality, also 2 cents.

R. M. IAWIN, 112 Chambers St.,
New York.

Four cents in stamps mailed to the advertiser brought two little tracts of the old-fashioned sort, expounding these problems from a Scriptural standpoint. These tracts are printed by the Watch Tower Bible and Tract Society, Allegheny, Pa., and on one of them it is stated that this society distributes tons of such literature every year by mail through voluntary agents. This method of spreading religious dogma is perhaps more widespread than advertisers would think. In daily papers and magazines are constantly appearing similar ads, always in small space, offering religious literature, sometimes openly, and again in the veiled manner of the above specimen. Whether such literature does good or not it would be difficult to say, but the people who pay for tracts and advertising seem to think it does, and perhaps the stamps received make it an inexpensive way of carrying on a propaganda.

We wish to continue the advertisement of the three Lee Syndicate newspapers in your Roll of Honor for another year at the expiration of the present contract. I believe this department to be a very profitable investment for us.

E. P. ADLER,

Publisher Davenport, Ia., *Times*.

May 7, 1904.

Some Men Pay

\$10,000 for an expert to manage their advertising. There are others who pay \$5 for an annual subscription to PRINTERS' INK—the leading journal for advertisers and business men, published every Wednesday—and learn what all the advertisers are thinking about. But even these are not the extremes reached. There are men who lose over \$100,000 a year by doing neither one.

Every business man connected with advertising in any way should be a regular reader of PRINTERS' INK. Send your check for **Five Dollars Now**, and don't miss the weekly reports of Investigations of Daily Newspapers throughout the country, a series of articles now appearing in the Little Schoolmaster which is worth thousands of dollars to an advertiser who seeks reliable information on the daily press of the United States and Canada.

Address

CHAS. J. ZINGG, Business Manager PRINTERS' INK,
10 SPRUCE STREET, NEW YORK.

DAILY NEWSPAPER INVESTIGATIONS.

VII.

LOUISVILLE, KENTUCKY.

NEW ALBANY AND JEFFERSONVILLE,
INDIANA.

Louisville, the metropolis of Kentucky, has a direct population of 230,000 and by including New Albany and Jeffersonville, two Indiana towns situated on the opposite side of the Ohio River but so closely connected to Louisville in both commercial and social ways that they are practically a part of the town, the population is over 300,000. In planning an advertising campaign a few weeks ago a local firm estimated that outside of the city there was a population tributary to Louisville of over 600,000. To these Louisville is the center of trade and the Louisville dailies the most natural mediums to use in reaching them. These people are located in a rich country, mainly agricultural but partly in the western Kentucky coal fields. The miners make good wages and are promising customers. The agricultural population is particularly prosperous at present on account of the tremendous rise in the price of tobacco, which is the chief agricultural product of Kentucky.

Louisville is the largest leaf tobacco market in the world and ranks second in the manufacturing end of the business. The factories employ thousands and pay good wages. The jobbing business of the city is an important factor and profitably employs several thousands. It is one of the largest leather markets in the world and has the largest wagon factory in the world, also largest plow factory in the world. Manufacturing generally in all lines is extensive and there are few if any unemployed in the city.

At the present time business is good in all lines and the prospects for the coming year are so fine that no advertiser should overlook this field when placing business.

Louisville ranks fourteenth in the list of bank clearings, with a week-

ly clearance of about ten million dollars.

The newspaper field is covered by five dailies—the *Courier-Journal*, *Herald* and *Anzeiger*, morning papers, and the *Evening Times* and *Evening Post*.

In the morning field the *Courier-Journal* is in point of influence as far in the lead of the *Herald* as a glance at the two papers would indicate without any further investigation. The evening field does not show such a contrast, as both the *Times* and *Post* get out excellent papers and both carry nearly all the large advertisers. The *Times'* rate is higher by about one-third than the *Post*.

The *Courier-Journal* and *Times* are under the same management and occupy a large newspaper and office building in the center of the retail district on Fourth avenue. The building is owned by the *Courier-Journal Co.*

The life of the *Courier-Journal* dates back to 1868, when the *Courier* and *Journal*, both old papers, combined. Mr. W. N. Haldeman, who died two years ago, became business manager and the famous Henry Watterson editor of the first hyphenated paper in America. It set a fashion that has become epidemic. Under Mr. Haldeman's management the paper progressed steadily until for years it has been recognized the country over as the leading Southern paper. At the death of Mr. W. N. Haldeman his son, Mr. Bruce Haldeman, assumed his place and has continued the methods of his father.

The policy of the paper has been to make it the recognized authority in the different lines of public interest, and at present it has the best society, sporting, telegraph, local and editorial departments of any paper in the city. It handles the news more fully, but its columns do not appeal to the poorer class of people as do those of the evening papers, which have a lighter and more gossipy way that appeals to those not so highly educated. This makes the circulation of the *Courier-Journal* more valuable for lines of business that appeal to the more substantial part of the people.

The present average circulation of the *Courier-Journal* is given by the business manager as 36,000 to 38,000 for the daily and 45,000 to 48,000 for the Sunday. The Sunday issue carries practically every advertiser in the city and the largest ads of the big advertisers. The daily carries a good line of advertising both foreign and local.

The *Courier-Journal* is situated something like the Cincinnati *Enquirer*, the Baltimore *Sun*, the New York *Tribune*, the Boston *Herald* and the Chicago *Tribune*, all of which have so much quality in the way of circulation that they are extremely reticent about being very definite on the subject of quantity, except in offhand statements made over the counter. All the papers above named, including the *Courier-Journal*, have the so-called gold marks (●●) awarded them to the American Newspaper Directory and not one of them allows it to be known precisely how many copies it does in fact print. It is doubtless true that anyone inquiring for information on the subject at the offices of any one of these papers would go away with the impression that its circulation is at least twice as large as it really is. The editor of the American Newspaper Directory has never been able to obtain from the office of the *Courier-Journal* any information that would warrant him in according a circulation even half as large as the figures above set down, and as the Louisville *Times* has the same owners, is issued from the same building and always has its circulation rating given in the Directory in plain figures, it is natural to conclude that the publishers know quite well what they are about when they decide to give figures where it will be for their advantage to do so and to withhold them where it is likely to be for their advantage to do that.

The *Courier-Journal* Sunday and the *Times* daily control the want-ad business, the *Courier-Journal* monopolizing the Sunday business. The two papers have in the last few months been making a combined campaign for this business by making a low rate on week days.

The *Courier-Journal* and *Times* are recognized as the organs of the Democratic party, which predominates in Kentucky.

The *Herald* is the result of the reorganization of the old *Commercial* and is the organ of the Republican party in Kentucky. At the time of the reorganization, about fifteen months ago, a great deal of new life and capital was infused into the paper, which had been practically dead. An extensive premium offer campaign was inaugurated and the paper was enlarged to 12 or more pages daily and made first class in the different editorial departments. The circulation campaign was said to have been very successful and the company makes a sworn statement for 1903 of an average circulation of 17,214 for the daily and 16,742 for the Sunday edition. A sworn statement for March, 1904, gives the present average at 21,422. The sworn statement says "issued and circulated." The *Herald* is a member of the PRINTERS' INK Roll of Honor, wherein its circulation for February, 1904, is given as follows: Daily, 21,150; weekly, 12,400; Sunday, 20,771.

The paper is inclined to be "yellow" and gets most of its attention on this account. It should have been stated above that the paper consists of but from 8 to 10 pages daily and this amount of space is not sufficient to cover the news field as it should be covered to meet the requirements of the readers.

Last year a very low rate was made on advertising. As the old contracts run out they are being renewed at an advanced rate, which would indicate that results have been satisfactory. The *Herald* is getting a pretty fair run of Sunday business locally, but very little in the daily.

The *Anzeiger* is a German morning paper making a sworn circulation statement of 7,000 daily and 10,000 Sunday. The German population that does not read English is not large and some of the local advertisers do not use it on the ground that the English papers cover the field thoroughly. The

Anzeiger is regarded as one of the leading German papers, has a well-equipped plant and is in a prosperous condition.

The editor of the American Newspaper Directory says that for the year 1899 he was supplied with a satisfactory statement showing that the average issue of the daily *Anzeiger* was 5,895 copies and something more than twice as many for its weekly. Since then no information on the subject has been forthcoming and he accords it an "H" rating, which means exceeding 2,250. The conditions of the times do not favor growing circulations for papers printed in languages other than English.

The *Evening Times*, as was stated before, is under the same control as the *Courier-Journal* and is printed by the same plant. An entirely different business and editorial force is maintained, as well as a separate business office. The *Times* prints from 12 to 16 pages daily, with a 24 page paper on Saturday. The main strength of the *Times* lies in its method of covering the local news. It plays up all local sporting matter, lodge news and social matters, making no distinction as to locality in which people live and printing all the personals obtainable. It is illustrated profusely with pictures of local people, especially children. This feature is very popular. The *Times* has the reputation among business men of being the best-paying piece of newspaper property in the city.

The *Times* claims a present average circulation of 37,000. The advertising columns are carrying practically every one who is advertising and has the best want-ad page during the week. The general opinion of every one seems to concede the *Times* the largest local circulation of any paper in the city.

The *Evening Post* is published by a stock company of which Richard W. Knott, the editor, is the controlling power. Mr. Knott also publishes the *Home and Farm*, one of the most successful farm papers in the country. The plant of the *Home and Farm* on Third avenue, in which the *Post* is printed, is a

finely equipped publishing plant. The business and editorial staffs of the paper employ some of the best newspaper men in the city and compare favorably with the other papers. In 1903 the *Post* was forced into the hands of a receiver by a disagreement among the stockholders, and the report of the receiver showed that the company was many thousands of dollars in debt, but the management accounted for the debt by referring to the progress made by the company in prestige and good will. The company has undoubtedly been bending its every effort to building up the paper. The advertising patronage of the paper has grown steadily and advertisers say that they are getting their money's worth. A lively circulation campaign on cut-rate lines was carried on last year and was said to have been very successful. A rate of only \$2 for the daily edition by mail was made.

The *Evening Post* is credited in the Roll of Honor with a circulation of 26,895. The business manager makes a claim of an average circulation of 26,964 at the present time. The *Evening Post* is making a play for the want-ad business by having a number of free heads such as "Exchange," "Help Wanted," etc., but does not seem to be making any startling headway in paid business in this line. The *Post* is a good paper and at the right price should be a paying investment.

The firemen, policemen and municipal employees are unanimously in favor of the *Times* and *Courier-Journal*, as they are the organs of the party in power both in city and State.

A popular price theater here makes a feature of a bargain matinee and runs in each paper a coupon which when accompanied by ten cents entitles the bearer to any seat in the house. The manager of the house says that in a house of 1,000 the coupons will, he thinks, average as follows: *Times*, 450; *Post*, 350; *Courier-Journal*, 150; *Herald*, 50.

Interviews with a number of newsboys seem to give the *Times* the best of the street sales by two to one over the *Post*.

An advertising man for one of the large retail stores gave his view of the field by saying that he used first the *Evening Times* daily and the *Sunday Courier-Journal*. He used also the *Evening Post*, but not to the extent that he did the *Times*, and used the *Sunday Herald*, but not to the extent he did the *Courier-Journal*.

No foreign papers have made any progress in the local field, the Cincinnati *Enquirer* making the best on account of its sporting news. It publishes formsheets of the races, which no local paper does. This circulation in sporting circles does not cut into local circulation, as the *Enquirer* is simply taken in addition to local papers. The greatest fight has been made by the foreign papers on their Sunday magazine papers, and the fight in the State has been hard fought, especially by the St. Louis papers in western Kentucky. The State interest in Kentucky, particularly in politics, is so great that the foreign papers if taken at all are taken in addition to Kentucky papers.

A newsdealer who is in a position to know estimates the circulation of outside papers in Louisville at less than 500 daily and that of the Sunday papers at 5,000 to 6,000. He could give no estimate on evening papers, as the newsboys sold these.

A theatrical man said that he read the *Courier-Journal* because he got all the news and could depend on it, and that he read the other papers only to see what they had to say about the shows.

One of the leading shoe dealers who advertises said that he got about the same results from all the papers, taking the price of space into consideration; and that he always advertised his cheap goods in the *Herald* and *Times* and his high-class goods in the *Courier-Journal* and *Post*. He admired Mr. Knott's editorials on local topics. He could not say what paper he preferred to read himself, as he found matter in all of them that interested him.

A policeman who is stationed in the central part of the city on a corner frequented by newsboys said

that he thought that the *Post* sold nearly up to the *Times*, probably three to four, but that he read the *Times*. He did not read the morning papers, as he had no time to read until night.

A druggist who handles papers in the residence district said he was in a Republican neighborhood and sold as many *Heralds* as *Courier-Journals*. He had never advertised, but said he had thought of putting a proprietary medicine on the market and if he did he was going to use only the *Times*. He had no advertising experience. He read all the papers.

While none of the advertisers seen would quote the price they were paying for space, they seemed to agree that they paid the *Courier-Journal* the highest price and the *Times* about 33 1-3 less, the *Herald* 40 per cent less and the *Post* about half as much as the *Courier-Journal*.

To-day was Derby day and both the *Times* and *Post* issued sporting extras at about the same time. As I passed along the street one little newsboy yelled at his partner, "Say, Jimmy I sold 23 *Posts* and 36 *Times*." Several boys talked to said the *Times* was the best seller, but that the lead was not great.

A happening of newspaper interest that is well worth telling is the story of the *Courier-Journal* "Owl." The *Courier Journal* a few months back saw that by putting on an extra train on the Southern Railway between Louisville and Lexington, leaving Louisville at 3.30 a. m. and arriving at Lexington in time to make connection with a number of mail trains leaving there about 7 o'clock, a great impetus could be given circulation in the eastern and the famous "Blue Grass" section of Kentucky. The *Herald* was offered the use of the same service if it would share the expense. This the *Herald* refused, and the *Courier-Journal* paid all expenses of the special. However, despite the fact that it had declined to share the expense, the *Herald* sent its papers to be carried by the special, on the ground that it was a mail train and

that it was entitled to the service by paying the second-class rates. The postoffice department upheld this claim and to-day the *Herald* is using a service that is paid for by the *Courier-Journal* and the latter is helpless to remedy the matter.

JEFFERSONVILLE, INDIANA.

One cannot consider Louisville without taking into consideration New Albany and Jeffersonville, as they are so closely connected with it.

Jeffersonville is across the Ohio River on the north side of Louisville and is a town of 11,000. Its main commercial features are the plant of the American Car and Foundry Co. and the Howard ship yards. The government also maintains a large quartermasters' depot there.

The dailies are the *News* and the *Star*.

The *News* was started about 30 years ago by Reuben Dailey, the present editor and publisher. The *News* confines itself entirely to local news, with a fill-in of plate, making no attempt to cover the general news, as competition in this field against the Louisville papers would be a hopeless undertaking. The paper carries a good line of local advertising and looks prosperous. Mr. Dailey claims 1,200 circulation, but from talks with different people about town I should estimate it at 1,000.

The *Star* was started last September and is the Republican organ. It has a good plant, with Linotype machine. It is printing a good local department, which is its main feature. There seems from looking at the two papers to be little difference in the amount of advertising carried.

Mr. Chas. Pachell, the business manager, is willing to swear to a paid daily circulation of 800. The *Star* has been given the contract for the city printing for the next two years.

The rates of both papers appear to be about the same and the fight for advertising has not been made on rates.

No one interviewed seemed to

think one paper better than the other.

Very little foreign advertising is carried by either paper.

The Louisville papers all carry a Jeffersonville department and cover the field pretty thoroughly.

Both the Jeffersonville papers get the "JKL" rating in the American Newspaper Directory, meaning not exceeding a thousand copies regularly, and that would appear to represent the probable facts.

NEW ALBANY, INDIANA.

New Albany is to the west of Louisville directly across the Ohio. It is a manufacturing town of 21,000. A great many people who work in Louisville make their homes in New Albany. There are a number of important manufacturing establishments and the town is prosperous. The papers of the town would be valuable advertising mediums, but the place is so well covered by the Louisville dailies that unless a very low rate is obtained they are hardly worth considering.

The *Ledger* is the Democratic paper, and is a well-printed sheet of 14 pages. It carries a good line of local business. Mr. Henry Klose, the business manager, makes a claim of 1,450 as a daily circulation. This is not a sworn circulation.

The *Tribune* is the Republican organ. It confines its news mainly to the local field, as does the *Ledger*. Mr. Bert Thurman, the business manager, claims a daily circulation of 1,500.

Neither paper makes a circulation statement to the American Newspaper Directory that warrants lifting it out of the "JKL" class—that is, not exceeding an average issue of one thousand copies.

The papers both carry the same advertisers and from appearance one could hardly make a choice. The two political parties are pretty closely matched and as politics is the main feature of the papers their circulation is probably about the same.

One man, who lives in New Albany but works in Louisville, when asked which carried the most ad-

vertising said he did not know, as he had not seen a copy of either for two years or more.

HOBOKEN, NEW JERSEY.

It would seem that a city so close to New York, and where a large portion of the population might be expected to find employment in the larger city, must be so thoroughly covered by the New York papers that it would be impossible for a local daily to amount to much, and, on landing from the ferryboat, it did seem to me as though the newsboys had for sale nothing but the *New York Journal* and *World*.

On inquiring if there was a local daily newspaper I was directed half a dozen blocks up the main street to the *Observer* office, which I found to be a businesslike place. Mr. W. J. Dynan, the publisher, showed me all over his plant. In the pressroom is a Scott three tier rotary web press, recently installed and capable of printing 24,000 copies per hour, a very complete stereotyping outfit, and in the composing room six linotype machines.

In Rowell's American Newspaper Directory for 1903 the *Observer* is credited with an average circulation of 18,097 copies during 1902. For the 1904 issue no circulation report was sent in, but Mr. Dynan showed press room reports indicating that he is at present printing about 23,500 copies daily and offered to verify these figures by submitting his bills for paper, but it was not quite plain to me how a large bill for paper would prove for how long it would furnish a supply. The Directory for 1904 accords the paper a "D" rating, explained to mean exceeding an average issue of 17,500 copies daily for the year 1903. It is not believed at the Directory office that a detailed statement covering the year would show a higher figure, as the accuracy of the rating for the preceding year has sometimes been questioned. The *Observer* is a clean-looking sheet, giving a large quantity of foreign news, but devoted mainly to local Hudson County items. It carries a fair amount of local and New York advertising, notably that of the

Siegel-Cooper Co. and John Daniell, Sons & Sons.

The last census credits Hoboken with a population of about 65,000. An official of a large real estate company said that outside the local stores the only employment to be had was in half a dozen small factories, on the docks, and with the Lackawanna Railroad, and that the majority of the citizens work in New York. He said the *Observer* was a very good paper and he read it himself.

A very intelligent German, a gateman on the Hamburg-American line pier, said the longshoremen read the New York German *Herold*, the *Staats-Zeitung*, and the *Observer*. He read the *Observer* himself. The same information was given at the North German Lloyd pier.

I asked a policeman what paper was most largely read and he said there was only one paper in Hoboken, the *Observer*; read it himself. While a large number of New York dailies were read, probably almost every family read the *Observer*.

A clerk in a hat store said they did not advertise, but he read the New York *World* and the *Observer*; thought everybody in Hoboken read the *Observer*. The Great Atlantic & Pacific Tea Company use the *Observer* and New York *Journal*, *World*, *Globe* and *Telegram* for advertising, printing a coupon in each paper to be exchanged for goods, so that results can be traced. The *Observer* paid the best, with the *Journal* second and the others following in order named but far behind. The manager and cashier read the *Observer*.

The proprietor of a large jewelry store said he used the *Observer* extensively, and while it was hard to trace results, was satisfied it paid. The owner of a good-sized clothing store said he did no newspaper advertising, but if he did would use the *Observer* because everybody in Hoboken reads it.

A man's outfitting store said they used the *Observer* with satisfactory results. A small stationery store said they sold 60 copies

of the *Observer*, about 15 copies of the *Jersey City Journal*, then the *New York Journal*, *German Herold*, and *Staats-Zeitung*, and a smaller number of the other New York papers.

A boy with his arms full of New York papers on his way to his father's store said they sold 200 copies of the *Observer* and about 50 copies each of the *New York Journal*, *World*, *Herold* and *Staats-Zeitung*.

There is also a German daily published in Hoboken called *Die Wacht am Hudson*. The editor said he did not care to say much about his circulation, that it was comparatively small, but was considerably larger in the days when the liners docked. To the editor of the American Newspaper Directory this paper has never claimed to issue so many as a thousand copies.

On my return to the ferry I found the boys all selling the *Observer* as well as the *World* and *Journal*. The keeper of the stand in the ferry-house on the New York side of the river said the *Sun* was the best-selling paper, with the *Observer* second, followed by the *Journal*, *World*, *Telegram* and *Globe*.

Outside the ferry-house I found the *Journal*, *World*, *Observer*, *Sun*, *Telegram* and *Globe* sold in order named. It would therefore seem that while the New York papers are largely read in Hoboken, yet general advertising in the *Observer* is likely to bring good results. It is too near to New York City to have a fair chance, but, taking it all in all, the Hoboken *Observer* is a paper of extraordinary excellence.

It is a pity all mail order dealers do not study the best trade journals.

1,000 BOOKLETS For \$12.00

8 pages, size 3 1/4 in. x 5 1/2 in.

First-class woodcut paper, any color ink you want. Excellent display and first-class presswork. Copy prepared for small additional charge. Sample mailed free.

Address PRINTERS' INK PRESS,
51 ROSE STREET, NEW YORK.

THEY ARE INTERESTED.

NEWBURG, N. Y., May 6, 1904.

Editor of PRINTERS' INK:

We have noticed with interest the series of reports of investigations of newspaper conditions in daily newspaper towns which you have recently commenced in PRINTERS' INK. We cordially invite you to investigate and report upon our particular field at such time as best suits your convenience, and assure you that we will take pleasure in extending every courtesy and assistance possible to facilitate your research.

Yours very truly,

NEWBURG NEWS PRG. & PUB. CO.,
Frederick W. Wilson.

LA FAYETTE, IND., May 5, 1904.

Editor of PRINTERS' INK:

As regards the investigation of daily newspaper circulation being made by PRINTERS' INK, we beg to say that we will welcome any such investigation made on impartial lines, and will cheerfully place our records at the disposal of your representative.

Very truly yours,

THE COURIER.

CLEVELAND, O., May 6, 1904.

Editor of PRINTERS' INK:

I am just in receipt of your circular of May 4. It ought to be well worth while for the various newspapers to make their position clearly known. If your representative visits Cleveland at any time he will find our office open to him to the very fullest extent and every possible source of information at our command will be open for his inspection.

Yours very truly,

PLAIN DEALER PUB'G CO.,
Elbert H. Baker, Manager.

CHAS. A. ALLEN,
Special Western Representative,
112 Dearborn St., Chicago.

ROCKFORD, ILL., May 5, 1904.

I desire to thank you for kindly placing the *Register-Gazette* on your list, as also to say to you that the *Register-Gazette* is most heartily in sympathy with your plan for proving the circulation of the various papers of the country.

Yours very truly,

EDGAR E. BARTLETT,
The *Register-Gazette*.

BURLINGTON, VT., May 4, 1904.

Editor of PRINTERS' INK:

When you get ready to investigate Vermont you will find two good papers here, we having the morning paper and the *News* the evening paper. The Association of American Advertisers were here and examined our circulation about two years ago, and our circulation books are open, of course, at any time.

FREE PRESS ASSOCIATION,
W. B. Howe, Manager.

A COMMENDABLE real estate booklet from Holcomb, Breed & Bancroft, Oakland, Cal., deals with the firm's Santa Fé Tract in that city and illustrates the admirable transportation facilities to San Francisco.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The theory that distance lends enchantment to the view may be a fact in some cases, but it doesn't work in advertising illustrations. In the piano ad of Mr. Jordan, marked No. 1, the piano is on the other side of the room, and the lady is impolite enough to turn her back upon us.

In a small drawing of this kind not a great deal can be accom-



Bradbury, Webster, Henning,
 Bicy

PIANOS

We all good ones. Honestly Made,
 Specially Built, and on Easy Payments.
 Every Piano Guaranteed.

JORDAN,

121 MARKET STREET,
 Next to Paterson Savings Bank.

No. 1

plished. This advertisement occupied 2 inches double column in a newspaper, and that is rather a limited space. The space being small, there is obviously no sense in throwing the important points of the picture away into the background.

It is a good rule in all cases, and a particularly good one when space is limited, to bring everything out as close to the front as it is possible to do.

In No. 2 we have the piano, the lady and the child in the immediate foreground, close enough to be



No. 2

seen and appreciated, and strong enough to attract the eye.

As a general thing in illustrations of this character everything which is not absolutely essential to the picture should be eliminated, and the salient points brought out forcibly in the foreground. Even when the space utilized is a gener-

ous one, the rule still holds good, for the reason that the closer we are brought to the strong points of any proposition the more strongly we are impressed. It is the same way in the wording of an advertisement; the direct, forcible appeal is always better than the intricate and roundabout method.

* * *

Here is an advertisement of Wingold Flour, which comes from the Bay State Milling Company, of Winona, Minn.

The advertising manager of this concern, Mr. W. P. Bottolfsen, says he is an amateur, and that for some reason, which he does not explain, he builds his pictures himself.

This, of course, is not one which



can be recommended, but the series of advertisements, of which this is an example, shows that Mr. Bottolfsen has the right idea.

The advertisements are clear and distinct, well arranged and well worded, and the general arrangement and balance can be recommended to many advertisers who would not admit that they belonged in the amateur class.

* * *

Here is an advertisement of the Alfred Peats Company, which occupied three-quarters of a page in a current magazine.

This advertisement made a pleasing impression notwithstanding the fact that there was too

much copy for the space inside the four-leaf clover—if that is what the Peats' trademark is intended to represent.

The leaning booklet behind this



ad made the advertisement peculiar enough to attract attention, and the white space at the top made it stand out.

On the whole, this is a better advertisement than the usual Peats' style of intricate wall paper de-

Whitman Saddles



Best of the saddler's art for quality of leather, for style and finish; and, most important of all, for comfort. Winner of 15 first prizes.

\$15 to \$65

DO YOU RIDE? We want to send you our illustrated catalog, showing everything in equestrian outfit from "saddle to spur." It will interest you and it is free.

THE MEHLBACH SADDLE CO.
Successors to Whitman Saddle Co.
100 (17) Chambers Street New York City

signs, although many of these have been very artistic.

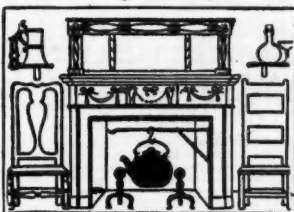
The Mehlbach Saddle advertisement occupied a quarter page mag-

azine space, and it is a good advertisement.

Space considered, it would have been a better advertisement than the Peats' ad, if it had not been for the fact that the horse and rider were not permitted to stand out alone, as they should have been.

The lettering on either side of the illustration sadly detracts from its effectiveness. If this lettering had been omitted and the reading matter confined to the mortise underneath the horse, this would have been one of the very best advertisements in the current magazines.

There are a great many advertis-



AT THE SIGN OF THE COPPER KETTLE

You can buy old pewter, brass, copper, and china, as well as some fine pieces of rare old furniture. Catalogues and price-lists will be sent upon request.

MRS. ADA M. ROBERTS
2455 MICHIGAN AVENUE
CHICAGO

ers who, when they see a little white space, immediately try to think of something to put in it—"It's a fine day; let's kill the dog."

* * *

The name of Mrs. Ada M. Roberts, of Chicago, will be new to most people, but it should be stated that her advertisement, here reproduced, shows that she is on the right track and ought to win out.

This simple and neat little ad is appropriate to the subject and deserves commendation.

"INK Drops" is a tiny volume of aphorisms about things in general, published by the Barto Advertising Agency, Philadelphia. More advertising wisdom would have given it a keener point.

Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

WANTED—A copy of *PRINTERS' INK*, date August, 19, 1901. Address this office.

MORE than 235,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

WANTED—Situation with newspaper by young man with ability as writer.
"N. V. X., " care of *Printers' Ink*.

WANTED—Drummer calling upon printers, who would like a side line, to correspond with **RICHARD PRESOX**, 167 Oliver St., Boston, Mass.

AMBITIOUS young man (25) desires position as assistant in advertising department—stenographer. **FRANK H. COLTON**, Jamaica Plain, Mass.

FERNALD'S NEWSPAPERMEN'S EXCHANGE, established 1838, represents competent workmen in all departments. Send for booklet. Main St., Springfield, Mass.

NEWSPAPER WRITER and teacher of English at Missouri University wants editorial position for the summer. **ALLAN S. NEILSON**, Phi Delta Theta House, Columbia, Mo.

WANTED—Solicitors in various parts of the country to give part of their time in canvassing for advertisements in a monthly technical journal. Address
"J. T., *Printers' Ink*, New York.

WANTED—A case of bad health that **RIPANS TABULES** will not benefit. A hundred millions of the *Tabules* have been sold in a single year, and a package containing ten can be bought at any drug store for five cents.

THE attention of ambitious advertisement writers is directed to the offer in this issue, under heading "Advertisement Constructors," wherein five hundred and sixty dollars is offered for the preparation of six advertisements.

WANTED—To get in touch with a first-class original advertising designer for newspaper, magazine and booklet work. Address
THE H. R. SMITH ADV. AGENCY, St. Johns, Que.

NEWSPAPER AND JOB OUTFIT WANTED—SECOND HAND, f. o. b. the cars. Give us your net cash price. It is a printer who wishes to buy this, so don't put any ruffles on your answer. Address "OUTFIT," care of *Printers' Ink*, New York.

EXPERIENCED ADVERTISING MANAGER wants position. Up-to-date on Newspaper Circulars. Follow-up systems and all original work. Correspondent, proof reading and superintend printing. "SMITH," 733 Brooklyn Ave., Detroit, Mich.

SITUATION WANTED by a gentleman forty years of age, as manager or representative for jobber or manufacturer. Twenty years' business and advertising experience. At present managing \$100,000 business. Address "D," 165 Station D, Pittsburgh, Pa.

M. A. WEIGLE, 20 years ad manager the *National Tribune*, wants position after June 1. Fully competent in any department. Would represent paper in East or South, general advertiser or manufacturer. Address No. 1417 Seventeenth St., N. W., Washington, D. C.

WANTED—A man with original ideas to popularize and market a proprietary medicine, endorsed by the best men in the country as containing great curative properties.
Reply in own handwriting, giving references, age and experience.
Address **Lock Box 3336**, Boston, Mass.

PARTNER WANTED—Sell third interest well established newspaper 50 miles Phila. Entire plant new. Owner, not a print, needs partner take charge composing room. Not question of price as much as kind of man and ability as printer. If can put up \$500 cash, giving secured note \$2,000 additional, investigate this. Address "PARTNER," care *Printers' Ink*.

ADWRITERS AND SOLICITORS—You can make \$100 to \$500 a month with a little easy work, a few hours a day, by a new and original plan I have worked out and proved to be a sure winner. It's a square business proposition to business men right in your own town. Write for information—it's money for you.
E. S. EVERETT,
36 Ackerman Building,
Binghamton, N. Y.

ADVERTISEMENT WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day.
WELLS & CORBIN,
Suite B, 239 Land Title Bldg.,
Philadelphia.

ARE YOU SATISFIED with your present position or salary? If not, write nearest office for booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High grade exclusively.
HAPGOODS (INC.),
Suite 311, 300 Broadway, New York.
Suite 515, Pennsylvania Bldg., Phila.
Suite 329, Monadnock Bldg., Chicago.
Suite 1336, Williamson Bldg., Cleveland.
Pioneer Bldg., Seattle.

WANTED—Clerks and others with common school educations only who wish to qualify for ready positions at \$35 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing ad writer in New York owes his success within a few months to my teachings. Demand exceeds supply.
GEORGE H. POWELL, Advertising and Business Expert,
32 Temple Court, New York.

CARBON PAPER.
NON-SMUTTING, non-blurring carbon paper; samples free. **WHITFIELD'S CARBON PAPER WORKS**, 123 Liberty St., New York.

PERIODICAL PUBLICITY.
HARDWARE DEALERS' MAGAZINE, Circulation 17,000 (©). 253 Broadway, New York.

INSTRUCTION BY MAIL.
HUMAN NATURE TAUGHT thoroughly by mail or no pay. Mention P. I. and get Samples from Lessons free. **SCHOOL OF HUMAN NATURE**, Athens, Georgia.

PAPER.
BASSETT & SUTPHIN,
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

CLASS PUBLICATIONS.
HARDWARE DEALERS' MAGAZINE, Circulation 17,000 (©). 253 Broadway, New York.

DECORATED TIN BOXES.
THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over two million Cascade boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.
AMERICAN STUFF COMPANY,
11 Verona Street,
Brooklyn, New York.
The largest maker of Tin Boxes outside of the Trust.

INDEX CARDS.
If you would save money on your index card supplies, buy direct from
STANDARD INDEX CARD CO.
Rittenhouse Bldg., Phila.
Mfrs. of Index Cards exclusively.

RUBBER STAMPS.

FORTY CENTS pays for a rubber stamp facsimile of your signature. Any stamp under 3 inches, 10 cents a line. All work guaranteed. Ask for catalogue. A. EMBREE PRINTING CO., Belton, Tex.

WINDOW DRESSING.

SHOW-WINDOW INSTRUCTION!
Full course of lessons for the country merchant in The Cincinnati Trade Review. Send ten cents for three months' trial subscription. THE CINCINNATI TRADE REVIEW, Cincinnati, Ohio.

PUBLISHING BUSINESS OPPORTUNITIES.

HERE IS A CASE IN POINT:

\$5,000 will buy a class magazine which will make owner living while it is becoming worth \$25,000. It is in a large field where there is no strong publication. I have other good things, ranging from \$3,000 to \$100,000, which will greatly enhance while making excellent profits. Am always on the lookout for good periodical publishing foundations. EMERSON P. HARRIS, Periodical Publishing Property, 233 Broadway, New York.

BOOKS.

PATENTS THAT PROTECT—72-p. book mailed free. K. S. & A. B. LACEY, Patent and Trade-Mark Experts, Washington, D. C.

BEST FOR PRINTER, ADVERTISER, AD. WRITER—"Points for Printers"; 40pp "Most practical, compact, complete Printers' Manual." "Full of happy ideas and good values," 2c., postpaid. W. L. BLOCHER, Tecumseh Station, Ohio.

"THEORY AND PRACTICE OF ADVERTISING"—Fifty complete lessons in one volume. Contains all the salient principles of advertising used by the most successful firms to-day. \$1.00, prepaid. GEO. W. WAGENSELER, L.L.D., 400 Sugar St., Middleburgh, Pa.

ENGRAVING.

SANDERS ENGRAVING CO., St. Louis, Mo., Electrotypers and Photo-Engravers. DESIGNS FOR ADVERTISERS AND PUBLISHERS.

COIN CARDS.

23 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.
1,000 COIN CARDS, printed to order, \$2. 10,000 at \$2 per thousand. **ACME COIN MAILER CO.**, Box 204, Ft. Madison, Iowa.

HALF-TONES.

PERFECT copper half-tones, 1-col. \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

WE would like to estimate on your half-tones either for the newspaper or other work. **STANDARD ENGRAVING CO.**, 61 Ann St., New York.

NEWSPAPER HALF-TONES. 2x3, 7c.; 3x4, \$1; 4x6, \$1.60. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

PROPRIETARY REMEDIES.

THE BLUE GLASS INHALER. A new thing. For all those things for which an inhaler is good, this is the best that ever was. It is a germ destroyer and nose opener, a remedy for colds, tonsillitis, bronchitis, asthma, hay fever and every disease of the throat, nose or air passages. Better than a gargle for sore throat. Sold for 50 cents. Sent by mail by the manufacturers on receipt of price. Address **THE RIFANS CHEMICAL COMPANY**, No. 10 Spruce St., New York.

TYPEWRITTEN LETTERS.

IMITATION typewritten letters which are perfect imitations; samples free. **SMITH PRINTING CO.**, 812 Broadway, Toledo, Ohio.

ORIGINAL letters individually typewritten. Send specimen and I will quote low price. **MARY MITCHELL**, 342 Townsend St., New Brunswick, N. J.

HOUSE-TO-HOUSE DISTRIBUTING.

THERE is only one agency that has an established reputation for a systematic house-to-house distribution of advertising of all descriptions in all towns and cities of importance in the United States. Every piece of matter is placed by men who are reliable, experienced and who make this an exclusive business. Can give references from many leading advertisers.

WILL A. MOLTON, National Advertising Distributor, 442 St. Clair St., Cleveland, O.

HOTELS.

THE LITTLE HOTEL WILMOT, South Penn Square, Philadelphia,

is now one-third larger than formerly; the new addition provides commodious smoking and writing rooms and other conveniences.

Just a step from the Pennsylvania Ry. Station.

THE RYERSON W. JENNINGS CO.

PREMIUMS.

LYON & HEALY'S NEW PREMIUM CATALOG, now ready, contains musical instruments of all descriptions, including a special cheap talking machine; \$50,000 worth of our mandolins and guitars used in a single year by our firm for premiums. Write for catalog. **PREMIUM CLERK**, Lyon & Healy, 199 Wabash Ave., Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 600-page list price illustrated catalogue, published annually, 3rd issue now ready; free. **S. F. MYERS CO.**, 40w. 48-50 52 Maiden Lane, N.Y.

SUPPLIES.

PADDING GLUE—Make better than any you can buy. Costs less than half. Formula 25c. **S. A. GORDON**, Denver, Ind.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

DOXINE—A non-explosive, non-burning substitute for lye and gasoline. Doxine retémper and improves the suction rollers. It will not rust metal or hurt the hands. Recommended by the best printers for cleaning and protection of half-tones. For sale by the trade and manufactured by the **DOXO MAN'FG CO.**, Clinton, Ia.

PASTE users are offered an innovation in the dry powder known as **Bernard's Cold-Water Paste**. Newspapers, wallpaper hangers, cigar manufacturers, paper box factories, packers who use labels and all who use paste in any quantity immediately realize its striking advantages. Packed in neat boxes, can be kept for months in the office, with no waste, no dirt, no sour-smelling odor, no slimy vessels to soil everything they touch, and ready to use instantly by simply mixing with cold water. If interested, write for a sample. **BERNARD-HOLMES AGENCY**, 46 North State St., Chicago, Ill.

ADVERTISEMENTS WANTED.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (©©). 253 Broadway, New York.

TAPE-WORMS.

TAPE-WORM expelled alive; head guaranteed; booklet free. **FIELD & CO.**, 183 State St., Chicago, Ill.

NEWSPAPER BARGAINS.

NEWSPAPER OPPORTUNITIES.

New England Republican evening daily with a gross business of \$30,000, conducted at a loss, will be sold for \$50,000. Very desirable location and prospects. Up-to-date, aggressive management needed. Inquire re No. 11.

Owner of an Illinois evening Democratic daily in town of 9,300, is an old man possessed of a comfortable fortune and wishes to sell $\frac{1}{2}$ interest to a young man of energy and ability, with, if buyer desires, an option to purchase balance in one year. Machinery and material invoice close to \$15,000. Gross business about \$17,000 yearly. After deducting salaries the owner received for his investment a net cash return during past two years of \$6,634.95, with an anticipated additional return from ledger accounts of \$3,348.61. Inquire re No. 12.

Only job office in Illinois town of 9,000, doing a cash business of \$180 to \$300 per month, will be sold for \$1,500, as owner is not a printer. One of the two newspapers of the town does a good job business, and the other a little. Inquire re No. 13.

Alabama daily and weekly, in town of 5,500. Earnings \$10,300 yearly, with expenses of \$2,750, which includes \$75 per month to each of two owners. Inquire re No. 14.

California weekly, in county seat town of 1,500, which earned \$3,113.50 in seven months previous to Feb. 1, 1914, with expenses of \$1,763.70, will be sold for \$3,300—\$2,000 cash down, balance deferred. Inquire re No. 15.

Colorado county seat Democratic weekly, and real estate, in town of 1,000, without competition, doing a business of \$5,500 per year, will be sold for \$4,500—\$2,000 cash, balance deferred; real estate is valued at \$1,000; $\frac{1}{2}$ interest will be sold for \$2,250 spot cash to a thorough newspaper man capable in job and press work. Returns to owner for time and investment, six months ending July 1, 1913, \$2,000. Paper carries State, county, town and federal printing at full legal rates. Three presses, perforator, motor, paper-cutter and usual equipment. Inquire re No. 16.

Northern Alabama county seat weekly in town of 1,300, surrounded by fine high farming country. Gross business of about \$2,500 per year, with returns of about \$1,500 to owner. Inquire re No. 17.

Arkansas Republican weekly in town of 700 population is for sale on account of age of owner, who is over 60. Gross earnings about \$2,000; net to owner about \$1,000. Inquire re No. 18.

Connecticut Independent weekly in town of 4,000, doing a business of \$3,500 per year, with returns to owner of \$1,800, will be sold for \$3,500, as owner has opportunity to locate in larger field. Inquire re No. 19.

Southern weekly, only paper in county; 1903 earnings, \$1,849; expenses, \$1,000, which includes all services, as owner gives no time. In hands of working owner it would pay at least \$1,500 to \$2,000 net. Price, \$1,500. Inquire re No. 20.

Idaho Republican weekly, doing a business of \$4,300 a year, with expenses of \$1,500, is for sale, as owner has opportunity to buy into a larger business elsewhere. Price, \$3,500. Inquire re No. 21.

Idaho Democratic county seat weekly, in town of 3,500, is for sale, as owner has other business that fully absorbs his energies. Price, \$3,000. Gross business averages \$2,500; net return to owner, \$1,300. Inquire re No. 22.

Illinois Republican weekly in town of 1,500, which is doing a business of \$3,500 per year, will be sold for \$2,200, as owner expects to enter Government service. At least \$1,500 cash required. Will pay owner for his time and investment \$1,500 or more a year. Inquire re No. 23.

Full particulars regarding above properties will be forwarded to any responsible person.

C. M. PALMER,
NEWSPAPER BROKER,
277 Broadway, N. Y.
115 Dearborn Street, Chicago.

NEWSPAPER BROKER.

BUYERS and sellers of newspaper properties get together to their mutual advantage, without publicity, by my successful methods. Large list of properties and long list of buyers. Can I be of assistance to you? E. J. KINGSTON, Michigan Newspaper Broker, Jackson, Mich.

ADVERTISING NOVELTIES.

POCKET Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." FINK & SON, Printers, 5th above Chestnut, Philadelphia.

"MYSTIC WALLET"—the advertising novelty. Sample and prices, 20c. "Little Traveler" catalogue, 4c. THE SOLIDRAY NOVELTY ADVERTISING WORKS, Knox, Ind.

ADVERTISE your business with advertising novelties. Buy them direct. I make pencil holder, toothpick cases, nail file, in leather case. Sample of each, 10c. J. C. KENYON, Owego, N. Y.

PULVEROID SIGNS; lightest, cheapest, most durable and attractive indoor sign. Complete line of Celluloid Novelties and Buttons, Samples free. F. F. PULVER CO., Rochester, N. Y.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

PREMIUMS OR CONVENTION SOUVENIRS, made from nails. They're attractive, substantial and cheap. Sample, a World's Fair souvenir, 10c.

WICK HATHAWAY'S C'RN, Box 10, Madison, O.

ELECTRO-AUTOMATIC ADVERTISING CLOCKS! Set on detachable glass-covered display card frames 3x4 1/2 in., only \$5 each on our co-operative proposition. You can sell the clocks and get your ads free. Investigate. GILLETTE ELECTRIC CLOCK CO., 97 S. Clinton St., Chicago.

MAIL ORDER.

WANT A BIG MAIL! We make it. We send your name to 500 firms over the U. S., requesting samples sent to you. The best mail getter out. Only fifteen cents. KISKI MAILING LIST, Jessup, Mo.

REWARD paid for anybody that can get up a mail-order proposition on U. S. Metal Polish, an infallible article that retails at 10 cents a box by mail or through dealers. GEO. W. HOFFMAN, Mfr., 549 E. Washington St., Indianapolis, Ind.

FORSALE—Canadian good, live, profitable mail order business, 6 years old. Commenced at nothing, reached turnover of \$93,000 last year, and still growing rapidly. Will state reason for selling, particulars and terms to inquirers addressing "MAIL ORDER," care of Printers' Ink.

DOUBLE your income by starting a MAIL ORDER BUSINESS. Why waste your spare time and energy when a small outlay starts a permanent, profitable mail order business in your own town! Successful NEW system. We furnish catalogues, stationery, advertising, and carry your stock. Popular line merchandise. Send stamp for catalogue and instructions. CHICAGO SPECIALTY CO. (Est. 1885), Chicago.

ADVERTISEMENT CONSTRUCTORS.

CHAS. CUSTER, Caricaturist, Humboldt, Tenn., is a writer of Advertising.

FRED W. KENNEDY, 171 Washington St., Chicago, writes advertising—your way—his way.

TRADE winning booklets, catalogues, mailing cards, prospectuses, form letters, etc., written, illustrated, printed. Write (on letterhead) for free booklet, "How We Help Advertisers." No attention to postals. SNYDER & JOHNSON CO., Elsworth Bldg., Chicago.

A AL. HUSTLER.
Ads Constructed and Revised.
The Shoe Business my specialty.
TRY BEFORE YOU BUY.
Send data; will write Ad free.
STA. 1, Philadelphia.

SPECIAL cuts and special writing for every retail business. Very low rates for 52. ART LEAGUE, New York.

ADs written for Clothiers and Haberdashers by a practical man. Know how the goods are manufactured and can present logical reasons to prospective customers why they should buy your goods.

F. L. BRITTAIN,
110 Alamo Street,
San Antonio, Texas.

LOOK TO YOUR ADVERTISING LETTERS. The "Letter Shop" of Franklyn Hobbs, in the Caxton Block, Chicago, is the home of originality in Advertising Letters. If you are not one of the four hundred and four clients of the "Letter Shop" it will be my pleasure to furnish you with valuable information on Advertising by Mail. Ask for "Thirteen Thinks 'Bout Letters."

Leading advertisers are beginning to recognize the difference between effective advertising by mail and haphazard circularizing. Hitch your advertising wagon to a two-cent stamp. I can furnish you with a harness that will "pull" the business.

FRANKLYN HOBBS,
Composer and Editor of Advertising Letters,
and
Counsel on Mailing.

IMPORTANT IF TRUE.
There is but one class of men on earth that ever can advertise profitably—only one class;

AND
There is only one thing that even they can advertise profitably—no! two things;

AND
There is a time in each year when even they should not advertise.

I will gladly tell any one interested, what there is "back of these statements" if they write me on their regular printed letter-headings; but I solemnly promise that postal cards will not be noticed by me.

FRANCIS I. MAULE,
Commercial Literature,
No. 999. 402 Sansom Street, Philadelphia.

GAS ADVERTISING. I am furnishing the Suburban Gas Company of Philadelphia a series of one hundred ads—each ad consisting solely of one or two short, pithy, epigrammatic sentences, turning on some advantage in the use of gas for fuel, heat, light or power. This company is using these ads in four-inch double column space, set in 12-point roman, without heading or firm name, and with plenty of white space. Copy is changed daily and the series is attracting much attention. The company writes me this week as follows:

L. G. QUACKENBUSH,
Onelda, N. Y.

Dear Sir: I am enclosing herewith clippings of ads used last week. I wish to congratulate you very highly on the get-up of these terse sayings. They are the best I have ever seen—to the point and very effective.
Yours sincerely,
SUBURBAN GAS CO. OF PHILADELPHIA.
Per J. M. CALLANAN.

To any Gas Company official who will write me I shall be pleased to send a selection of sample ads from this series, and to quote terms for similar work. Let me add that many advertisers in other lines, whose propositions are such as to be best exploited in terse, graphic terms rather than long, prolix paragraphs, would doubtless be interested in samples from this series, their tone and style being easily adapted to other lines. I should be pleased to submit samples and talk terms with any advertiser requiring work of a similar nature.

LOUIS G. QUACKENBUSH,
Onelda, N. Y.
French-Bennett Bldg.

NOTHING but original ideas from this chicken; so let me scratch for you.
W. D. FAULKNER, 183 Halsey St., Brooklyn, N. Y.

I MAKE a specialty of small CIRCULARS, BOOKLETS and FOLDERS for inclosure with your regular correspondence. Short, quickly read, pertinent things best capture the attention of the always busy class to whom you look for patronage. A few good cuts—if illustrations are necessary—a crisp, concise, interesting telling of your story, without any superfluous padding, may be so combined with a novel and tasteful type treatment as to be exceedingly profitable. Would you like to see samples of such work? If so, and your inquiry suggests possible business, I will be pleased to mail you quite a lot. Postal cards will not be noticed.

No. 4. FRANCIS I. MAULE 402 Sansom St., Phila.

MAILING CARDS AND FOLDERS.

There's a peculiarity about the mailing cards and folders—the mailing series—that I produce.

They're not like the ordinary run of this stuff.

I pride myself that some of my clients, who have had the work of others, have come to me (in desperation!)—and been highly pleased with what I did for them.

I have a few samples of my work I'd like to send you if you're anxious to get more new business.

With the samples I'll send you quite an interesting letter—if your request suggests possible business.

F. R. SWITZER,
Successful Mail Advertising,
117 Genesee Street, Utica, N. Y.

TO ADVERTISEMENT CONSTRUCTOR
(Amateur and other).
\$200 FOR THE BEST ADVERTISEMENT.
\$100 FOR THE SECOND BEST.
\$50 EACH FOR THE NEXT FOUR IN MERIT.

For the purpose of encouraging amateur advertisement constructors, as well as inviting the aid of the masters of the profession, the Ripans Chemical Company will, within the next twelve months, pay ten dollars each for fifty-two advertisements submitted to them that they think good enough to be worth using, and pay from day to day as accepted, and at the end of a year—viz., December 3, 1904—will award and pay \$500 in cash prizes for the six best and most effective advertisements that have been submitted.

The advertisements of the Ripans Tabules have been before the public for twelve years.

They were the first largely advertised proprietary medicine ever sold in tablet form.

They were the first remedy for dyspepsia ever successfully popularized through advertising.

They are the only proprietary medicine sold in the drug stores at so low a price as five cents.

Fourteen thousand testimonials of the efficacy of Ripans Tabules, as a dyspepsia remedy, have been received at office of the Ripans Chemical Company in twelve months.

A hundred million Ripans Tabules have been purchased at drug stores in the United States in a single year.

Every drug store in America sells Ripans Tabules, and can give names and addresses of persons who have been benefited by their use.

Interviews with such persons furnish the best material for effective advertisements of Ripans Tabules. Each case has what seems peculiar points, but when presented to the public in an advertisement appeals to thousands of others precisely like it who had thought themselves the only ones who suffered in that precise way. The remedy that cures or relieves one is a boon to every other person living under similar conditions. The advertising value of individual cases can hardly be overestimated.

Address all communications to
CHAS. F. RAYNER, M. D.,
THE RIPANS CHEMICAL COMPANY,
No. 10 Spruce St., New York.

WHY NOT SEND HIM A DOLLAR BILL?

BRATTLEBORO, VT., May 11, 1904.

Editor of PRINTERS' INK:

We note in a recent issue of the *Fourth Estate* a letter from Mr. W. G. Holmes, of the *Memphis News*, in which Mr. Holmes offers a suggestion worthy of note. In commenting on the Pettingill failure Mr. Holmes says: "This paper would be glad to donate 1,000 inches of space to be used by Mr. Pettingill for any advertiser with whom he might contract." We regard this as a splendid way for publishers to "retaliate" for the uniform courtesy and fair treatment they have always received from the Pettingill agency. If half a century of fair and honorable business dealings is to "cut any ice," let us all turn in and do something handsome for Mr. Pettingill. We shall be very glad to give 1,000 inches of space, as suggested by Mr. Holmes, and feel that at last we had had an opportunity to do something for the man who usually did things for us.

Very truly yours,

ULLERY & Co.,

Publishers *New England Farmer*.

EL PASO ALLITERATION.

The El Paso *Herald* is the biggest paper in the biggest city in the biggest county in the biggest congressional district in the biggest State in the biggest nation on earth.

El Paso is the terminal point of nine railroad systems, six of which are great trunk lines. These railroads are the Santa Fe, the Southern Pacific, the Texas & Pacific, the Rock Island, the Mexican Central, the El Paso & Southwestern, the El Paso and Northeastern and the Rio Grande, Sierra Madre & Pacific.

El Paso is the jobbing center for 500 miles of rich mining and cattle country. It supplies northern Mexico for a stretch of 400 miles.

El Paso's freight bills on local freight amount to \$1,500,000 a month.

Local sales of railway tickets average over \$60,000 a month.

Ten smelters operating within El Paso's jobbing radius pay nearly \$100,000,000 a year for their ores, this money of course coming from eastern markets to be distributed in the region of which El Paso is the natural metropolis.

The product of the mining industry within the district that El Paso controls commercially is \$150,000,000 a year. Pay rolls take a large share of this sum.

One hundred thousand head of live stock pass through El Paso yearly, most of which is traded for in this city, resulting in the turning over of vast sums of money brought in from without.

El Paso is the principal gateway to and from Old Mexico. As a port of entry its imports and exports rank it ahead of such ports as Charleston, Los Angeles, Portland, Providence, San Diego and Bangor.—*Herald Leaflet*.

A FINE booklet from the old Colony Trust Company, Boston, describes that institution's new Temple Place branch, giving not only views, but treating the various kinds of service offered. Especial attention is given to the ladies' department.

Displayed Advertisements.

20 cents a line; \$40 a page; 25 per cent extra for specified position—if granted.
Must be handed in one week in advance

"I WRITE
GOOD ADS"

Prepare Booklets,
Catalogues,
Correspondence and
trial solicited.

Ed. DeLonge, Gerald Building, Chicago.

Clark & Zugalla, 100 Gold Street, New York, will send 1,000 sheets "Clark's Royal Manifold Parchment," size 8½x11 inches, expressage prepaid, for \$1.00. The best and cheapest paper for taking carbon copies; will not smut. Sample free.
Adv.

The Original PEOPLE'S COMPANION

Always a paying medium. Mail order men, send a trial ad. It will speak for itself. Ad rates: 5 cents per line, 50 cents per inch.

EDWIN DE LONGE, Publisher,
BEWARE OF IMITATORS.

806 GERALD BLDG., CHICAGO.

LETTERS TO RENT!

Millions of Nervous Debility letters for rental and sale. These letters are all large cash remits. This is the place to secure good paying letters of late years at the lowest rates charged for a copy. Good letters bought. Address

L. RICE, 206 N.7th St., Newark, N.J.

AVOID BUSINESS TROUBLES

Consult HANO! Investigate the various duplicating labor-saving systems for copying Bills, Orders, Reports, Letters and anything that relates to the office and factory. We make manifold systems for the retail store and for the wholesaler; for the jobber and for the banker. We go anywhere for business.

PHILIP HANO & CO.,

806 to 814 Greenwich St., N. Y.

Printing Plant for Sale.

An entire modern equipment for publishing an eight-page paper will be sold at a low figure. Nearby section. Equipment consists of No. 15 Campbell Multipress, slightly used and in first-class order. Prints 4, 6 and 8 pages, 6 or 7 columns. Length of sheet 23½ inches; length of column 21½ inches. Equipped with 10 H. P. belted motor with new set of 6 and 8-page rollers.

Two modern, new Mergenthaler Linotype Machines, two lettered with extra nonpareil and pica magazine; full equipment of tools, etc., for same.

About \$2,000 worth of up-to-date display and body type. Has been in service about one year and a half.

An excellent field for enterprise and a first-class investment.

Address

"H. J.,"

P. O. Box 672, N. Y. City.

When we realize the care and judgment exercised here to have every job printed just right, suitable typesetting, suitable paper, suitable everything, so that our customer need not worry about details, it seems as though we would have many more customers if our qualifications were more generally known. Thirteen hundred and eighty-five live customers on our books—more wanted. Clark & Zugalla, Good Printers, 100 Gold Street, New York.—*Adv.*

**OUR
ADVERTISING
ART
CALENDARS
and LEATHER
SPECIALTIES**

*Are Exclusive in Design,
Superior in Workmanship,
Unique and Attractive.*

**G. WALTER PRESTON CO.
MANUFACTURERS
218 MINT ARCADE BUILDING
PHILADELPHIA**

***The Evening
Wisconsin* (©©)**

"For the purpose of reaching the intelligent and well-to-do people of Milwaukee I would put the Evening Wisconsin first," said Mr. J. Simon, Manager of the Boston Store. He also said: "I would give more for 25,000 circulation of the Evening Wisconsin kind than a hundred thousand of the other kind."

A PROSPEROUS YEAR

FOR WORCESTER'S BEST EVENING PAPER.

The Worcester, Mass., GAZETTE has just completed the most prosperous year in its history. A little more than a year ago the GAZETTE moved to its present location, leaving behind its old equipment. It installed a new Hoe double supplement press, new linotypes, new display type and nearly an entire new equipment throughout.

The GAZETTE is of that class of papers that render advertisers the highest type of service. It enjoys the respect and confidence of its readers. Its readers believe in it, for it has never betrayed their confidence.

* * *

Any resident of Worcester will attest to the statement, agreeing that a measure advocated by the GAZETTE has more weight than if advocated by other Worcester newspapers. An advertisement in the GAZETTE has the greatest possible weight with its readers. Its readers believe in it. It is a "home" circulation paper. A large percentage of its 8,000 circulation is delivered by its own carriers. There is very little waste circulation. Its advertising rates are reasonable for the quantity and quality of its circulation.

* * *

The following editorial item recently appeared in PRINTERS' INK:

"Some consider that the trick has been done when the ad is inserted in a paper that people read. Others do not close the contract for space until they are sure it is a paper people believe in. This is a distinction that every man can illustrate for himself with the papers he is most familiar with."

The EVENING GAZETTE of Worcester, Mass., is a good example of a paper which carries more advertising than other papers in its field claiming more circulation.

The reading columns of this paper are bright and newsy, yet clean in character. Generous space is given to local social news. Its advertising columns are free from objectionable advertisements.—*Adv.*

The OAKLAND ENQUIRER of Oakland, California

has established a new record in advertising and circulation during the past six months. Here is the record from Nov. 1st, 1903, to April 30th, 1904:

ACTUAL PAID ADVERTISING:

<i>November, 14,446 inches</i>	<i>February, 15,998 inches</i>
<i>December, 16,273 "</i>	<i>March, 17,460 "</i>
<i>January, 16,034 "</i>	<i>April, 21,483 "</i>

A GAIN OF 7,037 INCHES

SWORN DAILY AVERAGE CIRCULATION:

<i>November, 7,327 copies</i>	<i>February, 8,054 copies</i>
<i>December, 7,515 "</i>	<i>March, 8,178 "</i>
<i>January, 7,922 "</i>	<i>April, 8,652 "</i>

A GAIN OF 1,325 COPIES

Address all correspondence to the Oakland Enquirer Publishing Co. Send for rates and sample copies of Alameda County's

Best Home Newspaper



POSTERS

Our Poster Department is in charge of a man whom we believe to be the most efficient poster artist in America.

We are prepared to produce posters that will make your billboard space worth while.

As a general thing the boards present a dead level of mediocrity.

Your posters can be made so strong and vivid that they will seem to be the only things on the boards and yet so artistic that they will command admiration and be remembered.

It will be worth your while to consult us before doing anything in the poster line or color work of any description.

THE GEORGE ETHRIDGE COMPANY,

No. 33 Union Square,

New York City.

Advertising Agencies.

Advertisements under this head, two lines or more without display, 10 cents a line. Must be handed in one week in advance.

ALABAMA.

A & Z ADVERTISING CO., Mobile, Alabama. Distributing and Outdoor Advertising.

CALIFORNIA.

CURTIS-NEWHALL CO., Los Angeles, California. Estab. 1895. Place advertising anywhere—magazines, newspapers, trade papers, out-door. Effective ads. Marketing plans. PACIFIC COAST ADVERTISING, 25c. copy; \$3 year.

BARNHART AND SWASEY, 107 New Montgomery St., San Francisco—Largest agency west of Chicago; occupy 10,000 sq. ft.; employ 60 people; manage all or any part of an advertising campaign; can save advertisers money by advising judiciously for newspapers, billboards, wall signs, street cars, distributing, etc. Can place goods with wholesalers and retailers. Knowing Coast conditions, we can place your advertising without waste. Write for booklets.

DISTRICT OF COLUMBIA.

FOR 3-line Want Ad in 15 leading dailies. Send for lists and prices. **L. F. DARRELL ADVERTISING AGENCY**, Star Bldg., Wash., D. C.

ILLINOIS.

FRED W. KENNEDY ADVERTISING AGENCY, 171 Washington St., Chicago, can place your work in any publication. Writes advertising.

KENTUCKY.

H. M. CALDWELL Adv. Ag'cy, Louisville, plans, prepares, places advertising; newspapers, magazines.

MARYLAND.

MILBOURNE ADVERTISING AGENCY, Baltimore. Estab. 1876. Newspaper, magazine, outdoor advertising written, planned, placed. Don't spend \$1 in Md. before getting our estimate.

MINNESOTA.

DOLLENNAYER ADVERTISING AGCY. Tribune Bldg., Minneapolis. Recognized agency of the Northwest; gives small accounts proper attention. Members American Adv. Agents Ass'n.

NEW YORK.

O'GORMAN AGENCY, 220 Broadway, N. Y. Medical Journal advertising exclusively.

GEO. P. ROWELL & CO., 10 Spruce St., New York, have representatives calling in person upon newspapers and retailers, taking up State by State, and offer advertisers the unusual facilities of this service. Schemes for introducing and selling goods.

NORTH AMERICAN ADVERTISING COMPANY, 100 William Street, New York. The only co-operative advertising agency in existence. Places advertising in all classes of mediums. Affiliated with the American and Foreign Trading Co., which handles American goods abroad and foreign goods in the home market. Communications from manufacturers desiring larger output requested.

OHIO.

CLARENCE F. RUNEY, Runey Bldg., Cincinnati, O. Newspaper, Magazine, Out-door Advertising. Printing, Designs, Writings.

PENNSYLVANIA.

THE H. L. IRLAND ADVERTISING AGENCY, (Established 1890), works with as well as for clients. Plans and places advertising in newspapers and magazines. Creates mail-series of folders and cards to reach the trade. 325 Chestnut Street, Philadelphia, Pa.

FOLEY & HORNBERGER.

Advertising Agents, 1516 Commonwealth

Bldg., Phila.

(Now 1908 Commonwealth Bldg.),

Have found it necessary to take larger offices, owing to increase of business brought about by adhering to the advertising policy of

"Less Black and White, and More Gray Matter."

In the new offices at 1908 there are ample facilities for the proper preparation of good newspaper, magazine and street car copy and for the mapping out of business campaigns.

RHODE ISLAND.

O. F. OSTBY AGENCY, Providence—Bright, catchy "ad ideas," magazine, newspaper adv.

CANADA.

HOW often agents of American firms tell us that their advertising is ineffective because not in harmony with Canadian ideas.

We can get the best results for an appropriation in Canada. Correspondence solicited.

DESBARATS ADV. AGENCY, Ltd., Montreal.

ADVERTISING THAT OUGHT TO BEGIN AT HOME.

Here is a document that has been sent out from the industrial department of the Erie Railroad. The first section is copied from an editorial in the Jamestown (N. Y.) *Morning Post*.

To Agents of the Erie Railroad:

"Jamestown (N. Y.) has 200 factories. Some of them are without signs. The traveler on the Erie Railroad who passes through our city cannot help but notice our big industrial plants, but he will wonder in vain what kind of goods is manufactured in many of the largest. Jamestown is prominent because of its immense furniture and worsted industries. This fact should be impressed on the traveling public by factory signs. Such signs advertise both the individual plant and the city itself. Thousands of strangers visit Chautauqua Lake every summer, passing through Jamestown, and thousands pass through Jamestown annually en route between New York and San Francisco. Put up signs on factories that are without them; they will help to interest the traveling public and thus spread information about the manufactured products of our city."

Your attention is respectfully called to the above editorial. Every factory should have a sign giving the name of the firm and the kind of goods manufactured, an extra large sign, so that it can easily be read from a moving train. Most of the factories along the Erie lines have signs and many of them turn out goods that are "household words." A sign on a factory is a factor in the general promotion of commerce. It is not necessary to explain why this is so. Every intelligent man knows that this world is largely run on information and that all factories creating industrial wealth are interdependent. A sign even on a blast furnace does its share in furthering the business interests of the nation.—*St. Paul Trade*.

♦ ♦ ♦ ♦ ♦
"A Few Pointers About a Clean Proposition" is a commendable laundry folder from the Manheim Laundry, 5344 Germantown avenue, Philadelphia. More detail would have improved it.

A Question of Personal Privilege

Some newspaper competitors have questioned the CAPITAL's circulation statements, claiming the territory contributory to Topeka is insufficient to support a daily circulation of over 17,000. When such papers finally wake up they will learn that there are over eleven hundred mail routes now in operation in Kansas alone, serving over 100,000 families and half a million people. More than half of these routes have been canvassed by the Daily and Semi-Weekly CAPITAL, with results far more satisfactory than any town canvass could be made. No other Kansas newspaper has ever done this with any system or any degree of results.

The rural reader is to be a great factor in circulation building for the morning newspaper, and his influence has scarcely begun. Even now his daily paper is as indispensable to him as the merchant's, the banker's or the lawyer's. And he will be more valuable to the advertiser because he reads but the one paper, while the banker, lawyer and merchant take many.

The paper that first secures his patronage will hold it, and this the TOPEKA CAPITAL has certainly done in Kansas. There are more daily CAPITALS read by the better class of Kansas farmers than of all other daily newspapers combined. Kansas is strictly an agricultural State, and her farmers are her most prosperous citizens.

That's why the CAPITAL's circulation has outgrown its competitors, and this growth has just clearly begun.



THE CAPITAL PUBLISHING CO.

TOPEKA, KANSAS

N. M. SHEFFIELD

U. S. Express Building
CHICAGO

Western Representative

S. C. BECKWITH

Tribune Building
NEW YORK CITY

Eastern Representative

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

"In the spring a young man's fancy lightly turns to thoughts of love" and to the possession of a home all his own. This is good for the dealer in building lots. Even the man who hasn't a cent in his clothes and couldn't borrow a dollar to save his soul longs to own a little hunk of the earth somewhere, and real estate ads of to-day are well calculated to increase that longing. What, then, must be their effect upon the man who has a few dollars laid away, or who can spare "a little down and a little a week," especially when it is made clear to him that his purchase will double in value before he has made his final payment?

Some of the most irresistible real estate ads that I have ever seen have been published recently by Wm. T. B. Roberts & Son, Philadelphia, Pa., to exploit a suburb called Penbryn. They occupy large spaces, cut up into sections, each of which presents a good strong argument, and several of these sections are here reproduced as separate ads.

Are the Years Working for You?

Time is flying—every year finds you nearer old age. Do you want to work hard then—do you want to toil when you might be living comfortably on the fruits of a judicious investment at PENBRYN? (We say "buy and build.")

Let the years work for you. Invest in PENBRYN. Buy as many lots as you can afford to carry. Next year your little investment will have earned a large increase and every year works harder—bringing you larger returns.

Prices will go up—just as they have in every suburb we ever managed. Higher and higher they go until the profits to the investor assume wondrous proportions.

The years have brought comfortable fortunes and incomes to the far-seeing ones who invested in our suburbs. No need for them to work in their old age—their investments and years have done all the labor necessary.

Invest in PENBRYN TO-DAY. Let time work for you and earn you a fortune. Don't delay—even for a day. The favorite word of the Spaniards is "tomorrow"—that is what makes Spain the

poorest and most miserable nation in Europe. To-day means wealth—tomorrow doesn't count.

COME TO PENBRYN NOW!

Penbryn is Near.

A suburb that is hard to get to might as well be off the map. No trouble like that at PENBRYN. Twenty-eight short minutes by train from Reading Terminal, unequaled train service, fare 10c. Only a few minutes longer by trolley, when road is completed.

In New York, if a suburb is within 45 minutes of the center of the city—with several changes of line, it is thought central. PENBRYN is only 28 minutes away from Reading Terminal, and 400 feet above high water mark. Think of it—no change of cars!

PENBRYN is successful—it was before the first spade was turned. Its very location attended to that; improvements by the Roberts method added the finishing touch. Out the Philadelphia & Reading Road, overlooking Glenside, and near to the greatest amusement park in the world—Willow Grove.

Trains now and trolley building, mind you—the Willow Grove line with cars every few minutes and express time.

Every visitor to Willow Grove will pass PENBRYN—PENBRYN is a part of the beautiful country you admired so much the last time you went to Willow Grove Park. PENBRYN is on the ridge which runs between Willow Grove and Chestnut Hill—the highest ground within 15 miles. The hills are beautifully wooded.

Come out to-day—don't let others get ahead of you. The man who buys now gets the choice picking. The man who waits has to take what is left. The lots are all good, but still there is always a choice. Do you want it?

Other sections of this ad, which will be reproduced in later installments of this department, offer free excursions, free life insurance, \$10,000 in cash to those who buy and build, and easy terms.

* * *

Mr. E. H. Kistler, of Warren, Ohio, who attributes his success to a six-year course under the Little Schoolmaster, sends a bunch of his ads for criticism. The best of them is reproduced on the next page, and there isn't much to criticize except the headlines, which should have indicated in some way the nature of his business. As it stands, and at first glance, it

might be mistaken for an ad of patent medicine or for any one of a hundred other things. If "a hundred million" had been printed in figures and the display had included the words in the first line down to "during" the headlines alone would have said something definite that could be taken in at a glance.

A Hundred Million People

will read about my farm agency during the coming summer. At least 5,000 will write for my Farm Catalogue during the present year. Surely some of these people will buy Trumbull County farms. It's immaterial to me whose farm I sell, only that I sell lots of them. All farms placed with me to sell, before June 1, 1904, will be catalogued in my new farm list, which will be the finest and costliest farm catalogue ever sent out of the State of Ohio. It will be illustrated with nearly 50 half-tone views of beautiful country homes that I have for sale. All farms listed with me for sale, if the buildings are good enough to justify it will be reproduced in beautiful half-tones in my catalogue free of charge. Follow the crowd to the old and reliable farm agency of

E. H. KISTLER,
Warren, Ohio.

Specialist in selling County Properties.

Office: Room 14, Franklin Block,

Warren & Niles Phone:

Office—No. 725. Residence—No. 726.

Here's a Parrot Ad that's Out of the Ordinary.

Hello, Polly!

Just received a fine importation of genuine Mexican double yellow head parrots. These birds are the tamest, most fluent talkers and singers of all the parrot species. Price only \$7.00 each if purchased within the next few days. Call or address Wm. H. Cook, 1216 Mulberry St., Des Moines, Ia.

Cordiality That Should Lead to Business.

Getting Acquainted

with Fort Worth people affords opportunity to demonstrate the advantages gained by trading here.

It's to OUR interest to make it to YOUR interest, and we do.

Favor us by dropping in some day—you won't regret it, and we won't forget it.
LACKEY'S PHARMACY,
Fort Worth, Texas.

The Displayed Lines Tell the Whole Story.

For 25 Cents

You can purify an ordinary basement, and do away with all the bad odors left by the high water.

SANITARY DISINFECTING POWDER

Does the work. Better than chloride of lime and has no bad odor. Special price in large lots. All ready for use. Directions on each package.

WEST'S DRUG STORES,
Open All Night.

99 Monroe St. 8-10 Canal St.
Grand Rapids, Mich.

For Beer.

The Man Behind the Bar

Delights in serving New England Beer. He sells it as it is sold to him, guaranteed to be absolutely pure. This guarantee is substantiated by leading chemists and physicians who have analyzed the beer and given their hearty endorsements for its purity and healthfulness.

Obtainable at best Hotels, Clubs and Cafés.

THE NEW ENGLAND
BREWING CO.,

'Phone 739. Hartford, Conn.

"Remnants" is a Word to Conjure With

Black Goods Remnants

No piece of dress-goods ever comes out exactly even after dress lengths have been cut off for ten or a dozen different people. From 2½ to 5 yards. What shall we do with them?

The best solution of the problem that we know is to change the prices and put them all out on a Main Aisle table—voiles, Lyons grenadines, etamines, challis, mohair, Silicians, cheviot, serge—no matter what.

This has been done to-day. Dozens of skirt lengths and waist lengths—and a good many full dress-patterns you can buy for less than usual.

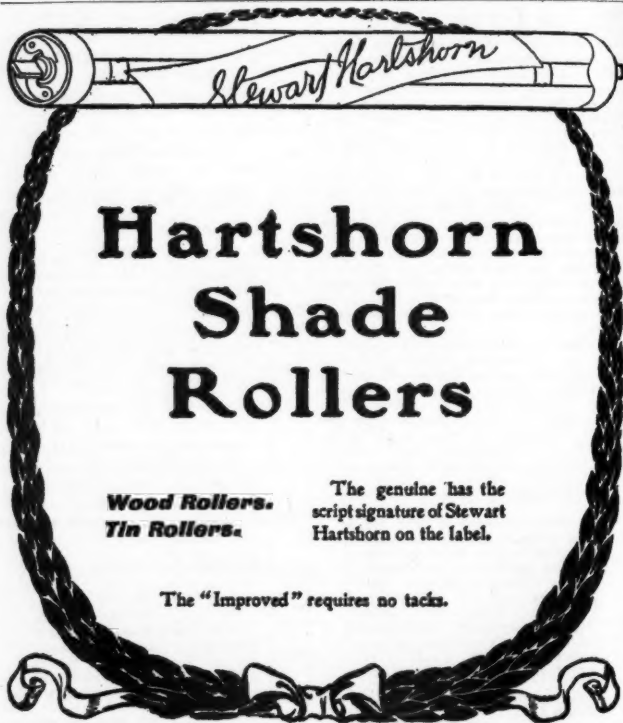
JOHN WANAMAKER,
Philadelphia, Pa.

WEEKLY AD CONTEST.

TWELFTH WEEK.

In response to the weekly ad contest forty-two advertisements were received in time for report in this issue of PRINTERS' INK. The one here reproduced was deemed best of all submitted. It was sent in by Clara Griffin, 89 Butler street, Brooklyn, N. Y., and it appeared

ments. Each week one ad will be chosen which is thought to be superior to every other submitted in the same week. The ad so selected will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon good for a year's subscription to PRINTERS'



in the New York Press of April 27, 1904. The same advertisement was sent in by nine persons after the one of Miss Griffin had been received. A coupon was mailed to Miss Griffin as provided in the conditions which govern this contest, viz.: Any reader may send in an ad which he or she notices in any periodical for entry. Reasonable care should be exercised to send what seem to be good advertise-

ments. Each week one ad will be chosen which is thought to be superior to every other submitted in the same week. The ad so selected will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon good for a year's subscription to PRINTERS'

Stopping a clock is a poor way to save time. Stopping an advertisement is a poor way to save money.—New England Grocer.

A New Bait

AN ink circular from an Ohio concern recently fell into my hands, and it rather amused me, as I had never heard of pocket knives being given away as premiums to purchasers of inks.

It read as follows:

We offer you the following assortment of our inks for \$10 00 (less 5 per cent discount when cash accompanies the order or 60 days net) and send upon receipt of your order one of our handsome \$1.25 pocket knives.

1 lb. Fine Job Black	1 lb. Ultramarine Blue
1 " Book Black	1 " Poster Red
1 " Bronze Blue	1 " Poster Blue
1 " Bright Job Red	1-2 " Typewriter Purple
1 " Mixing White	1-2 " Purple Copying Ink
1 " Medium Yellow	1-2 " Ink Dryer
1 " Medium Green	1-2 " Gloss Varnish
1 " Gold Size	1-2 " Reducing Varnish

According to my price list the above assortment of inks will cost \$5.60, but you will not get any pocket knives, or suit cases, or lunch baskets, or any other premiums, and if you don't send the cash with the order I don't ship the goods. No exceptions. When the purchaser is dissatisfied with his bargain I offer no kick, but refund his money and reimburse him for all transportation charges.

Send For My Price List.

—Address—

PRINTERS INK JONSON

17 Spruce Street : : New York

Four Months

AND WHAT THEY HAVE BROUGHT TO

THE Chicago Daily News

As to Circulation.

The average daily sales of the paper were as follows:

	1903 Copies.	1904 Copies.
Jan.,	304,870	321,898
Feb.,	310,033	338,458
Mar.,	311,771	338,784
Apr.,	311,374	333,324

Total,	1,238,048	1,332,464
Av.,	309,512	333,116

Average daily increase during the four months as compared with the corresponding months of 1903,

23,604 copies per day,

or a total increase during the four months of nearly 2,500,000 copies.

As to Advertising.

The total advertising published by the paper was as follows:

	1903 Columns.	1904 Columns.
Jan.,	1,847	1,797
Feb.,	1,744	1,790
Mar.,	2,239	2,396
Apr.,	2,578	2,623

Total,	8,408	8,606
Gain	.	198

or an average increase of nearly two columns a day during the entire four months as compared with the same months of the year 1903.

SOME DEDUCTIONS.

1. During the past four months the circulation of THE DAILY NEWS has been larger than during any four months of its history.
2. An increase of 23,000 copies each day represents a respectable daily circulation by itself.
3. During the month of April, 1904—by the favor of the advertisers of Chicago and the country—THE DAILY NEWS has printed more columns of advertising than during any other month in its history, and 254 columns more than was printed during the same month by any other paper in Chicago, daily and Sunday combined.
4. Owing to the steadily increasing circulation of THE DAILY NEWS an advertising contract with it is an asset always increasing in value to the advertiser—a fact which the discriminating purchasers of advertising space are fully recognizing.